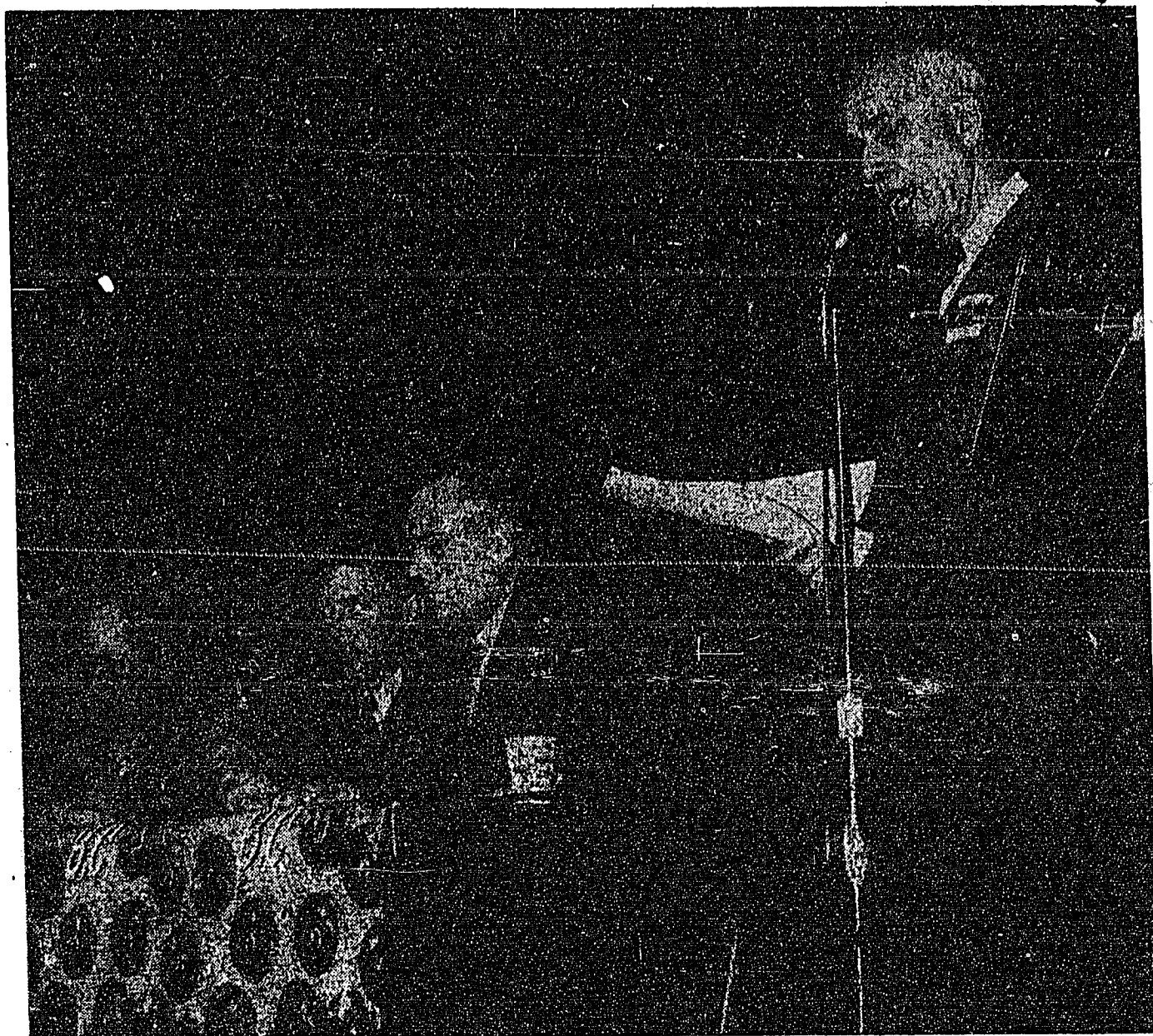


## Fruit Industry Issues Aired At Convention

OPENING business sessions of the BCFGA annual meeting heard important reports from B.C. Tree Fruits. Shown (right), J. B. Lander, general sales manager of the marketing organization, highlights his lengthy report. Sitting left to right on stage at the high school auditorium are A. R. Garrish, president of BCFGA; James Snowsell, chairman of the the board BCTF; and R. P. Walrod, general manager of BCTF.

THE GROWERS' PARLIAMENT in action — Pictured at the BCFGA convention here is a large section of delegates, in the foreground, with heads of the BCFGA and B.C. Tree Fruits Ltd. on the platform. Mrs. L. Balla of Penticton is at the microphone desk, as a resolution is debated.



TODAY

Veritable Cloudiness

# Penticton Herald

TOMORROW

Clear, Cold

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DRINKS ON THE HOUSE — apple juice, that is, as delegates attending the BCFGA convention here take a mid-afternoon break. R. P. "Tiny" Walrod, general manager of B.C. Tree Fruits Limited, pours a cup for delegate John Bulach, South-East Kelowna.

## Roadside Operators Criticized For Undercutting Fruit Prices

Roadside fruit stands which in many cases have brought a "low and false value" on other Okanagan fruit, have been the subject of considerable debate during this morning's session of the 68th annual BCFGA convention in Penticton high school auditorium.

The Oliver local of the BCFGA launched the discussion through their motion asking that the "proper authorities" inform orchardists and fruit stand operators of fruit's true retail values and of the harm caused by undercutting these prices.

Debate followed the presentation of the B.C. Fruit Board's report by board chairman J. G. Campbell of Salmon Arm.

Mr. Campbell referring to poli-

cy introduced by former agricultural minister K. W. Kiernan, which enforced inspection of roadside stands, said such inspection has improved the quality of fruit.

In connection with the Oliver motion on fruit stands, J. Fajnor of Creston said that roadside operators have a "yardstick of their own" based on their net from packinghouses. "Roadside prices have got to find their own level... that's private enterprise," he declared.

Cosponsor of the motion, J. Luthy of Oliver, said there was no intent to enforce prices on stands, but only to education and to suggest rates which would be more favorable to the industry generally.

The motion passed with nine delegates voting against such a move.

Avery King questioned Mr. Campbell on coverage of varieties in packinghouses. The chairman replied that the average rates have varied between 5 and 6 percent.

Mr. King pointed out that such relaxed policy by the board has resulted in shippers competing for tonnage and urged that the board clamp down.

Adolf Schwanke suggested that liberalizing of fruit regulations would be better for the industry.

One speaker bluntly opposed any liberalization, saying, "Eith-

er we stand behind central selling or we don't and the cooperative will break open."

Later today considerable debate centered on the merits of packing fruit at its destination point.

General sales manager for BCTF Ltd., J. B. Lander, said such packaging would be feasible.

## City To Host BCFGA Tonight

Nearly 270 persons attending the 68th annual BCFGA convention this week in Penticton will be treated to a banquet in Hotel Prince Charles tonight, sponsored by the City of Penticton.

Ald. Elsie MacCleave, acting mayor in the absence of Mayor C. Oscar Matson, will give the speech of welcome at the dinner, which gets underway at 6:45 p.m.

Guest speaker for the banquet is Ald. Doug Southworth. He will address the grower-delegates on "Possible Industrial Development in the Pacific Northwest."

Products of the growers' agencies: B.C. Tree Fruits Ltd. and B.C. Fruit Processors, will be one of the highlight features on the menu.

# Convention "Fireworks" Fade As Debates Proceed

## Législation Valid

OTTAWA, (BUP) — The Supreme Court of Canada has handed down a majority decision that Ontario's farm marketing legislation is valid.

The legislation was held to be intra vires in the province by a majority of the nine-man court. Three of the judges making up the majority made certain technical qualifications in ruling it intra vires.

Only one — Justice J. R. Cartwright — ruled that the legislation was wholly ultra vires in the province.

The court's decision in effect, upheld the legality of 14 marketing schemes covering 21 farm products.

Hearings in the test case involving the Ontario marketing laws started last April when the federal government, at the province's request, submitted an eight-question reference to the court. Additional hearings were held last November.

## Osoyoos Water Users To Get Rate Reduction

OSOYOOS — A new water rates bylaw was given first reading at last night's council meeting, resulting in an across the board reduction of 50 cents per month reduction of rates.

Formerly non metered users paid \$3 per month with a 50 cent premium for payment in advance. The new rate will be \$2.50 per month with a 50 cents off for advance payment. The rates paid in advance annually are \$22.50, a six dollar reduction per annum.

In the case of multiple dwellings each family will pay separate water bills. Basic meter rates will drop to \$2 monthly and meter users will no longer be charged a rental fee.

Sprinkler rates will remain unchanged at \$5 per month for one sprinkler. All rates are subject to approval by the inspector of municipalities at Victoria. No work has been received from Victoria on the water system by law that officials are contesting.

Council was informed that in future the Christmas lighting will be metered and the strings of lights must not be attached to West Kootenay Light and Power company poles. The village owns the poles on Main street.

West Kootenay Light and Power are now installing the needed street lights. They informed council that a material shortage had caused the delay.



DEPUTY AGRICULTURE MINISTER, William MacGillivray, in the opening address at the 68th annual BCFGA convention here yesterday told Valley fruit growers they can expect a "valuable, factual and impersonal" report from fruit probe commissioner Dean E. D. MacPhee. Further he urged orchardmen to make full use of research data on fruit growing as supplied by the Summerland Experimental Farm.

STUDENTS ARRESTED — LAKE COWICHAN (BUP) — The RCMP at Lake Cowichan on Vancouver Island has arrested 18 high school students ranging between 13 and 15 years of age on shop-lifting charges.

## Whinton Withdraws From Prexy Contest

BY HOWARD THORNTON

The 68th annual convention of the BCFGA is at what might be called its two-thirds point today here in Penticton but, so far at least, there has been little if indeed any evidence at all of the fireworks so confidently anticipated and predicted by some commentators in advance.

There is no "personality" battle. It can be predicted now, as confidently as anything can ever be predicted, that Arthur Garrish, head of the organization for the past six years, will be re-elected again before the convention ends tomorrow.

C. O. Whinton, of Peachland, nominated as a contestant for the post, has now stated that he will withdraw as a candidate, and this has ended the last suggestion of liveliness, much less fireworks.

Meanwhile, the discussion as Mr. Wilson and also Mr. Max dePuyffer, of Kelowna, barbed their remarks in putting questions to J. B. Lander, B.C. Tree Fruits sales manager.

Yet the debating fizzled out as, one after another, other delegates came vigorously to the defence of BCTF Ltd. policies. There was the hint and promise of fireworks. But it never eventuated.

"By asking to remove control policies, you're throwing fifty years of work out the window," was the emphatic comment of B. Bens, of Creston.

"This seems an insidious resolution to me," interjected T. C. McLaughlin, of Kelowna.

## Marketing Policy Supported

Many others spoke in the same vein and when the resolution was voted for, barely a half a dozen supported it.

In marked contrast was the applause given Mr. Lander as he concluded a point-by-point reply to various strictures of Mr. dePuyffer.

Yesterday, the nearly 700 persons attending the three-day convention heard reports from various BCFGA officials and officers in the growers' selling agency.

This morning, the report of the B.C. Fruit Board, regulatory agency for the B.C. Marketing Act, was listened to in comparative calm.

As the Herald goes to press, debate is continuing on the work of B.C. Fruit Processors, with some suggestion of lively debate.

Keynote address today will be given by D. R. Nicholson, head of the dairy sales agency, Fraser Valley Milk Producers, association.

Tonight the 75 grower-delegates will be guests at a banquet sponsored by the City of Penticton.

Tomorrow elections of officers for the various agencies and organizations will get underway at 10:45 a.m.

A large number of motions still to be debated should prolong the Thursday session until late evening.

The opening sessions of the annual BCFGA convention here yesterday saw four bylaw resolutions scrapped and two other contentious motions voted down to a "study" of certain fruit industry conditions.

Despite predictions that the fruit growers' convention would be highlighted by fireworks of protest and "personality" battles, yesterday's session of the three-day gathering appeared even to lack the vivid debates of previous meets.

Possibly the not-too-far-off provincial royal commission has contributed much to the subdued expression of opinion prevalent at the opening session.

During Tuesday's sitting 700 persons attending the convention heard reports of the B.C. Tree Fruits Ltd., board of governors, as given by chairman James Snowsell and member H. W. Byatt; BCTF Ltd. General Man-

EXTRAORDINARY RESOLUTION DEFEATED 57 TO 6

## Garrish Gets Vote Of Confidence

The first resolution adopted at the BCFGA convention sessions here yesterday was, in effect, a strong vote of confidence in the organization's president of the past six years, Arthur R. Garrish.

The resolution had this effect by indirection for it was on the surface an extraordinary resolution, originating from the Ellison local which if adopted would have limited any president's term in office to three consecutive years.

Mr. Garrish, long since having gone beyond this suggested time limit, would have been automatically disqualified with the passing of this resolution.

But, by the crushing vote of 57 to 6, the resolution was defeated.

Mr. Garrish left the chair for the discussion, and even absent himself from the auditorium. This, he explained, would ensure the fullest discussion.

Vernon Ellison, of Oyama, was named temporary chairman for the debate on this particular matter.

The discussion quickly showed the feeling of the new convention as a whole.

"Any experience is short enough," was the way J. D. Tiller, of Naramata, summed up his views. "I don't think the resolution has any merit."

"If a man is good enough, why not leave him in for fifty years?" asked R. Luch of Keremeos.

D. P. Fraser, of Osoyoos, succeeded in having an amendment adopted which would delay the implementing of the three-year limitation until 1958.

"But I doubt if the main resolution will be passed anyway," remarked Mr. Fraser.

Main spokesman on behalf of the resolution turned out to be M. D. Wilson, of Glenora.

"I've been following fruit affairs for thirty years," he declared, "and never once has the president in office been opposed. We complain that the rank and file of growers lose interest. This is why, by insisting on rotating our officers, we can keep our organization alive."

He said he even approved of the same limitations being applied to local officers.

"If our organization is dying, it's the fault of the growers themselves, not the method of election," countered A. Schwanke.

Please turn to Page 6 SEE: "Garrish"

## WEATHER

### FORECAST

Variable clouds, few light snow flurries today, clearing this evening. Winds north 15 miles per hour, occasionally reaching 25. High today 20. Thursday clear and very cold.

### TEMPERATURES

	Max.	Min.
January 21	15.3	-8.2
January 22	14.8	10.1

### PRECIPITATION, SUNSHINE

	Ins.	Hrs.
January 21	tr.	4.8
January 22	tr.	1.0



## Convention "Fireworks" Fade

Continued from Page One

ager R. P. Walrod; BCTF Ltd. General Sales Manager J. B. Lander; and various officers in the BCFGA central executive.

President Garrish gave the executive's report, with S. J. Land presenting the treasurer's report.

In addition, the meeting heard reports of the various commodity committees of the BCFGA. Last night, the pooling committee report was presented.

After the reports were read the 75 delegates attending, representative of points north as far as Kamloops and Salmon Arm and east to Creston and Grand Forks, addressed their queries and debated in comparative calm the resolutions pertinent to these grower agencies.

In his speech of welcome Mr. Garrish likened the gathering to an annual shareholders' meeting in which the delegates represent the thousands of grower-shareholders in the vital Okanagan industry.

Deputy minister of agriculture, William MacGillivray, gave the opening address, in which he stressed the increasing "disparity" between agriculture and industry in sharing in B.C.'s unprecedented prosperity.

The vexations and vicissitudes that seem to be the regular fare of a BCFGA president make it nothing short of phenomenal that the growers, for many years past, have enjoyed the services of altogether able men of integrity and self-sacrificing energies to act as their leaders.

The roll of these leaders, we think we can emphasize without being fulsome, has probably no equal in other comparative industries anywhere.

That Mr. Garrish's place in such leadership ranks is most fittingly deserved seems to be the opinion of the many delegates meeting here this week for their annual deliberations.

Assurance was given to the convention that "every economy was made that could be without affecting efficiency."

Considerable debate centred on the new combined growers' agencies and BCFGA publication "Quarterly Report."

After the peach and apricot committee report was given, Claude Holden of Penticton questioned whether the committee had tried to enact a 1955 convention resolution urging that 48-hour ripened peaches be placed on the B.C. market.

Adolf Schwenk in replying, as committee chairman, pointed out that marketing of less than a six-day peach poses handling difficulties.

Tuesday afternoon the four extraordinary resolutions affecting the bylaws were discussed. All were defeated.

The resounding defeat of Ellison's extraordinary motion calling for a three-year limit to persons in the presidency post, appeared the first indication the convention would not be engaged in "personality" fireworks.

Penticton's suggestion that the BCFGA executive select a vice-president from its ranks, as is "common practice in companies throughout North America," was lost by the margin of 45 in favor to 23 opposed. All extraordinary resolutions require a three-quarters majority to comply with the Societies Act.

John Glass urged delegates to consider the "practicalities" in favor of such a move. However, siding with remarks of chiefly John Kosty of Vernon and V. E. Ellison, of Oyanma, a majority of delegates opposed the local motion.

A Glenmore resolution somewhat similar to the Penticton one in principle, excepting in manner of choosing such a vice-president and his voting power, was quashed nearly unanimously on the issue of cost. Glenmore proposed election of the officer by the convention and it was pointed out extra cost of this new member would be between \$700 to \$1,000.

An extraordinary motion from Summerland seeking a five acres or more limitation to holders of office in the various growers' organizations received similar quashing, gaining only nine delegates in favor.

The motion was based on the apparent trend to subdivision of growing areas.

Creston delegates told of similar subdivisions in their area but deprecated the motion as a "sure way of killing the growers' organization."

Qualification should be based "not on earthly goods, but on the qualities of an individual," commented B. Bens of Creston.

Mr. Byatt of Oyanma, reporting on behalf of the BCTF Ltd. Board of governors, told the convention that growers "cannot afford to let up on their color grading, especially for McIntosh."

He noted that Ontario Macs have a much brighter red color than current B.C. produce.

**PRUNE DEAL LOSS**  
Reflecting on the disastrous prune deal, Mr. Byatt said that the selling agency because of 10 percent under-estimates had to

market the prunes "at a fearful loss all round." If estimates had even been 25 percent better he felt the agency could have sold much at the opening price.

Next season to prevent such a loss the agency is employing a Valley estimator, he said. Later, Mr. Walrod during his report as BCTF Ltd. general manager added that the selling agency is attempting a more scientific approach to estimates.

Mr. Snowsall reported on the general activities of the BCTF Ltd. board of governors.

As general sales manager Mr. Lander reported in detail on the disposal of the various fruit varieties and grades in the 1956 crop. In addition, he presented an up-to-date picture on the current apple holdings of the central selling agency.

The subject of freight rates, he stressed in his report, is "so important" that it should be discussed "separate to the selling transactions."

Since the 11 percent freight rise last year, he warned, "grower produce can be priced out of the market with the result of a loss in railway revenue."

The BCTF Ltd. management was challenged to explain whether the same sales effort as regards the U.K. is being extended to "backyard and adjacent" markets.

Mr. Lander cited the prairies, B.C. and West U.S. areas as proof that the "backyard" markets are not being neglected.

M. Kawano of Okanagan Centre urged BCTF Ltd. to set up incentives for packing a "premium pack" and thereby maintain Okanagan markets in the Pacific northwest.

In reply to a question by Mr. Glass asking how the sales agency determines its sales methods, Mr. Lander replied "we do not go blindly ahead and set a sales policy." Mr. Walrod added "a considerable amount of planning is done in the marketing of each crop."

**SERIOUS SITUATION**  
W. H. Morris of Penticton termed the very present unequal performance of shipper in regard to grading as a "very serious situation."

Presently, Mr. Morris said, there is competition among packinghouse managers to see how low they can grade. As a result those managers who shirk the uniformity regulations have an advantage over the shipper who is "doing a good job."

He urged the scales agency to enforce more stringently those regulations achieved largely through "agitation of growers to more unified inspection."

In reply, the general manager said managers are trying to put out a better pack, but they are censured by growers for taking such measures.

"We can't use a whip on growers in their present state of mind. The use of reason is a lot surer," Mr. Walrod declared and assured the convention that "uppermost" in the agency's plans are premium packs and uniformity.

G. P. Johnson of Winfield and M. D. Wilson of Glenmore blasted the BCTF Ltd. officials for contrasting information on controlled atmosphere storage and on the pre-packing project "Operation Tree Crisp," and demanded clarification on these issues to uphold "industry confidence."

After the question period, the convention passed a Naramata-Oyanma resolution, amended by its sponsors to read that fruit industry officials undertake a study of double charges on commercial apples diverted to processors.

An Oyanma delegate Mr. Byatt, said the motion was sparked off by the "lack of clarity" in the pooling setup, which has left growers confused in interpreting their returns.

Fairly heated debate started in the opening of the Tuesday evening session as A. Baldock, Rutland charged the Naramata delegates with a "maneuver to stifle discussion" on pooling resolutions.

**POOLING SETUP**  
Naramata asked the meeting to forward their motion — calling for a comprehensive study of the pooling setup — ahead of two seeking the complete abolition of pooling or establishment of variety pooling.

These latter motions were withdrawn after the Naramata resolution passed.

Sponsor of the resolution, Mr. Tillar, told delegates the current pooling arrangement is "so complicated and little explanation is given."

Co-sponsor G. H. Bowring suggested such a study could be handled by industry officials requesting each BCFGA local and packinghouse to submit suggestions on revamping the pooling system.

"With the control measure of pooling," Mr. Baldock argued "we have gone contrary to the economic law of supply and demand."

Several delegates said the pooling problem is "one of the most contentious points" and "cornerstone problem" in the industry, causing "more distrust" than any single phase of the fruit business.

Mr. Ellison of Oyanma suggested that the study would be better done by the royal commission which has "better perspective." To this Mr. Wilson retorted "If we leave this to the royal commission we may as well do the same with all other resolutions and go home."

An Osoyoos resolution calling for a change in the apple pool "yardstick" particularly with regard to reflecting the current marketing seasons, prices for the various grades and sizes, was thoroughly explained by D. P. Fraser of Osoyoos and passed by the delegates.

A second Osoyoos motion asking for pooling by weight, however, was lost on the grounds that costly accounting in packing houses would result.

## ROADSIDE

Continued from Page One

ble for vegetable and citrus fruits but not for apples. Debate stemmed from a Rutland motion asking for bulk shipments of McIntosh.

Mr. Lander further noted that bulk shipped fruit would have an unfavorable reaction on Okanagan fruit markets, since wholesalers expect to pay considerably less on such fruit.

Convention amended the motion calling for the BCTF Ltd. board of governors to "investigate" the matter. This decision marked the third convention motion asking industry officials to "study" some phase of the fruit industry.

Last night's length debate on pooling resolutions saw the majority of the convention favor removal of Cee Grade 180's off the commercial fruit market entirely.

Delegates felt that small sizes of fruit prejudice quality on Canadian markets. Hence a combined Salmon Arm-Penticton motion asking for reversal was lost.

The convention also opposed a similar resolution from Westbank. A motion asking pooling of Red Staymans was also lost.

The Kaleden-Okanagan Falls motion, based on the new apricot experiment in Kaleden packinghouse, also fell on deaf ears.

The motion asked that the price differential between tiered size and medium apricot be scrapped. However, delegates suggested that the size difference has a market value and should be included to encourage growers to produce larger apricots.

A motion, co-sponsored by Penticton, asking that Blenheim, Royals and Tiltons apricots be pooling separately, was passed. The convention also passed a central Okanagan motion asking that Bartlett pears be pooled separately.

Penalty sufficiently high to make it economically unsound to hold fruit on trees while waiting for color, asked in another central Okanagan motion was also passed during the late session last night.

However, two motions which would scrap the "crop tailoring" system and the pro-rata setup were defeated.

When using a monkey wrench or other adjustable wrench, the open end of the jaws should be facing the same direction as the pull.

## NEWS FROM

Victoria

By J. K. Neahitt

VICTORIA — It's difficult to believe that Ernest Winch will be seen no more in our Legislature.

His death has caused widespread sadness in this capital, where for so long he was so widely known. There will be a gap next session in the House that no-one can fill, for Ernie Winch was himself alone, and would imitate no other.

He was first elected for the CCF in Burnaby in 1933 — and was victor again in 1937, 1941, 1945, 1949, 1952, 1953, 1956. He never knew defeat at the polls.

Ernest Winch sat side by side in the House with his son Harold from 1933 to 1953 — a famous father-and-son legislative team, broken only when Harold was elected to the House of Commons.

He never compromised with his principles. From time to time he disagreed with his party, and he said so out loud, for political expediency was as a horror to him.

He was a plain and simple man, of fine intellect, and deep thought. An uneducated man where formal schooling was concerned, he educated himself in the school of hard knocks and books and study of human wants, and in this school he learned a deep and abiding love of those of his fellow men who were in difficulties, who suffered trial and tribulation, often through no fault of their own.

It was because of this natural-born love, that paid no dividends to him in cash, that early in his legislative career he commenced to devote his days to those people — the underdogs, the aged and infirm who had little money, those in institutions, whom he felt neglected by the government and by society. To more than one such he gave new hope and a new start on life's pathway.

Year in and year out he pounded away for these people, and if sometimes he was discouraged he rose up again, and like rain beating on a stone, in time what he said was listened to by those in authority and much of the progress made by B.C. in social welfare can be attributed to his hard work, his patience, his never-ending perseverance, and all this though he never sat in government, but always in opposition.

In the Legislature he often kicked up a storm. He grew furious and he shook his fist at the capitalistic benches, and he muttered threats that sounded dire, and he could look black and fierce, but underneath all this was a kindly heart and he felt warm towards all his fellows, and forgave even the capitalists, excusing them on the grounds they really knew no better, and lived in fear, which to him was the worst state of all in which to live.

It was edifying to hear him talk in the Legislature about drug addiction. Drug addicts to him were sick people who needed treatment, no jail sentences. He said this session after session, and

while he never saw much progress made in this connection, he would not be downed. In time what he recommended will come true.

He feuded with the medical profession, being convinced that medical doctors are narrow-minded people who will not try new treatments, and when there were M.D.'s in the House he told them so in vigorous language, which only made the M.D.'s smile, for they knew that Ernie Winch's bark was far worse than his bite and that should he have had pain he would go to them.

He loathed what he considered snobbery, and refused to dress in white tie and tails for the Governor's State Dinner, and went to Government House in plain business suit, and was made welcome just the same, for he was a gentleman, and he was never ashamed to say that once he stood in a breadline before a soup kitchen door in the days of unemployment and relief. He would not drink and he would not smoke and cruelty to animals, even the legal shooting of a deer, made him sick.

Ernie Winch is gone from the earthly scene now, but what he did for his fellow men is his monument, and his name will be writ large into our legislative history. The story of his life should be the pattern on which those who follow him in the House should mould their lives. They could do no better.

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## A Good Start

It was rather significant that the very first resolution to be debated at the current convention of the BCFGA, in session here this week, turned out to be a resounding vote of confidence in the association's chairman, Arthur Garrish.

Despite all the other complexities and conundrums being placed before the grower-delegates for their judgment, there is no doubt that the issue of personality seized a good share of interest in advance.

There were those who predicted a lively cleavage. There were some who pointed to the likelihood of the greatest fireworks ever.

But the convention itself made short work of such predictions. In one of the most convincing votes in their 68-year records, the delegates quashed any notion that they were out to repudiate their president.

This resolution which set the tone to the debating at the very outset was not, on the surface, any actual vote for or against Mr. Garrish.

But in that it would have limited the president's terms to three consecutive years, and because Mr. Garrish has held his post for the past six years, the resolution in effect became a test of strength. It was apparently so regarded. And so disposed of. As far as we're concerned, it was a good start.

But whether or not the delegates used the resolution to show their support for their current chairman, it should, in any

## Paying For Yesterday

Our readers are familiar with the late Lord Keynes' aphorism of the obvious, "In the long run we are all dead."

This was the famous economist's curt retort to those who complained that the fiscal policies which he recommended would in the long run lead to inflation and pile up burdensome debts and taxes for the future. It was gleefully quoted all during the Nineteen Thirties by those who were strong for big government spending; it was supposed to be the complete answer to querulous old fuddy-duddies who questioned the idea that the government could spend everybody rich.

Well, take a look at your tax form and see, how much difference there is between your nominal pay and what the government lets you keep. Get those

government bonds out of the shoe-box and compare what you could buy with the dollars you lent the government and the dollars you get in return.

Or if you are the contemplative type, recall that really dizzy spell of inflation we were having only a few years back until the government briefly acted a bit more "conservative" in its money affairs.

Lord Keynes, to be sure, is dead. So are a number of other people who helped carry out in this country and others his philosophy of spend and be merry and to the devil with tomorrow. But the rest of us aren't dead — many of the younger people weren't even born when their elders were taking up that happy philosophy. And all of us today are paying for that yesterday.

## A Big Word For It

Dr. Samuel Dunaif of Ossining, New York, who head-up a joint psychiatric study by the state's Department of Mental Hygiene and Department of Correction in an effort to learn what quirk in criminals leads to recidivism.

Recidivism is the two-dollar word for what happens when a criminal who seems to be rehabilitated chucks his good intentions and returns to crime. In short, though naturally on a far more serious plane, recidivism is the same sort of backsliding that occurs when Junior is caught with his hand in the jar in spite of his promises to leave the cookies alone.

Dr. Dunaif will use Sing Sing inmates for this study, which will attempt to determine how backsliders differ from people who remain rehabilitated; whether a tendency to recidivism could

be predicted from extensive personality tests; and whether drug therapy might bring backsliding under control.

We wouldn't attempt to make any suggestions to the psychiatrists on the answers they seek to these particular questions. But we think that the answer isn't too hard to find to another question that bothers Dr. Dunaif:

Does length of sentence have any relationship to recurrence of offense?

A sociologist penologist we know tells us that his experience suggests that a very definite relationship between length of sentence and recidivism can be found. He says a man just starting a ten year sentence because of a weakness for robbing banks is not likely to backslide so soon as a man with the same weakness who has just got out of Sing Sing.

## OUT OUR WAY

By J. R. Williams



THE RIPE YOUNG AGE

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# Training Completed At St. Paul's Hospital

A number of young women who recently completed training at St. Paul's Hospital School of Nursing in Vancouver are currently in this city prior to accepting nursing positions in other centres. Miss Laurie Lamb, daughter of Mr. and Mrs. J. A. Lamb, will leave here February 9 to nurse at Prince George; Miss Barbara Davenport, daughter of Mrs. Marion Davenport, and Miss Beverly Wood, a visitor in Penticton with Miss Davenport, will go to their first positions at Bellingham, Washington, next month.

Dr. W. A. McIver, retiring president of the Penticton Kiwanis Club, and Mrs. McIver were hosts on Monday entertaining at their home prior to the club's installation banquet and dance in the Hotel Prince Charles.

Mr. and Mrs. Albert Schoening and Mr. and Mrs. Wallace Mutch have returned home after spending the past week visiting in Vancouver.

Mr. and Mrs. J. A. Beasom and Mr. and Mrs. F. D. Kay are leaving tomorrow to travel to Vancouver where Mr. Beasom and Mr. Kay will attend the Gyo Clubs' interim meeting on Saturday.

Mr. and Mrs. James Burgart accompanied by their son-in-law and daughter, Mr. and Mrs. Ray Johnson, spent the weekend in Revelstoke visiting their son and daughter-in-law, Mr. and Mrs. Harry Burgart.

Miss Joan Norgren will leave Penticton the first of next week for Vancouver where she will be employed, and take up residence with her sister, Mrs. Elaine Townrow.

Mr. and Mrs. Clint Mussenden and small son Gregory are returning to Vancouver tomorrow after spending the past two weeks in this city visiting Mrs. Mussenden's parents, Alderman and Mrs. H. M. Geddes.

The Ladies' Auxiliary to the Brotherhood of Railroad Trainmen will hold the annual dinner party tomorrow evening in the Hotel Prince Charles. A social evening with cards will follow.

Flying Officer F. G. Kincaid is here from his base at Chatham, New Brunswick, to spend a two weeks' embarkation leave with his parents, Mr. and Mrs. N. G. Kincaid. The young RCAF officer will leave Canada on February 7 for two years' service in France. His posting is with No. 1 Wing at Marville, France.

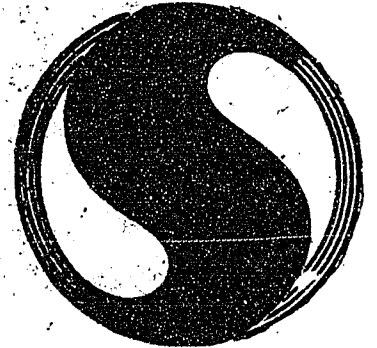
## RIALTO Theatre WEST SUMMERLAND, B.C.

Thur.-Fri.-Sat., Jan. 24-25-26

Richard Burton, Maggie McNamara, John Derek, in  
"Prince Of Players"

(Tech. Drama) CinemaScope

1 Show Mon. to Fri., 8 p.m.  
2 Shows Sat. 7:00 and 9 p.m.



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# The Woman's Page

SOCIAL EDITOR

MRS. HAROLD MITCHELL

DIAL 4055

## The Recipe Corner

### SOUTHERN CREAMED POTATOES

(makes 6 servings)  
1 medium potatoes  
1 (20 ounce) can cream style corn

salt and pepper  
2 large onions, sliced  
1/3 cup butter

1. Cook potatoes in boiling water; drain. Force through a ricer into buttered 1 1/2 quart size casserole.

2. Cover with cream style corn. Sprinkle with salt and pepper.

3. Sauté onion rings in 2 tablespoons butter. Arrange onion ring on top of corn. Lightly dot with remaining butter.

4. Bake in moderate oven (350) about 30 minutes.

### CODFISH CAPRICE

1 (1pound) package salt codfish  
2 cups mashed potatoes  
2 cups table cream (18%)  
1/2 cup melted butter

2 tablespoons diced onion  
1/4 teaspoon pepper  
2 eggs, unbeaten

1. Freshen codfish by shredding, soaking overnight in cold water, bringing to a boil and then draining well.

2. Combine codfish, potatoes, cream, butter, onion and pepper. Mix well. Fold in eggs. Pour into buttered loaf pan.

3. Bake in a moderate oven, (350) 30 minutes.

### PEACH 'N PECAN PIE

1 (9 inch) unbaked pie shell  
2 (28 ounce) cans sliced peaches  
1 1/2 teaspoons lemon juice  
1/3 cup sugar

1/2 teaspoon cinnamon  
2 tablespoons quick-cooking tapioca

2/3 cup sifted all-purpose flour  
1/3 cup brown sugar  
1/3 cup chopped pecans  
1/3 cup soft butter

1. Drain peaches, add lemon juice to fruit. Combine 1/3 cup sugar, cinnamon and tapioca; add peaches. Mix well and set aside.

2. Combine flour, brown sugar, pecans and butter to form a crumb mixture. Sprinkle 1/3 of this over bottom of pie shell; cover with peaches; sprinkle remaining pecan mixture on top.

3. Bake in very hot oven (450) 10 minutes; reduce heat to 350 for 20 more minutes.



KIWANIS CLUB OF PENTICTON was host to more than two hundred guests at the annual installation dance on Monday in the Glengarry Room at the Hotel Prince Charles. In the above charming group is a trio of local Kiwanian wives and a guest, seated left, Mrs. Earl Robertson of Omak, wife of the Kiwanis lieutenant governor, who officiated to install the 1957 slate of officers. With her as they waited in the hotel lobby to welcome other guests who joined them for dancing following the banquet and installation ceremonies are, left to right, Mrs. L. W. Swingle, whose husband is the newly installed president of the Penticton club; Mrs. L. L. Odell, 1957 president of the Kiwanis Club, and Mrs. W. A. McIver, wife of retiring Kiwanis president, Dr. McIver.

## St. Ann's C W L Plans Early - Year Activities

Discussion pertaining to plans for a number of early-year activities were foremost on the agenda at the regular meeting of St. Ann's Catholic Women's League held in the parish hall under the chairmanship of Mrs. R. L. Ferguson.

Invitations have been extended to the C W L in Summerland, Princeton and Keremeos, and to all women in St. Ann's parish to participate in a social evening to be held at St. Joseph's School on February 14. Mrs. J. Karroll and Miss Grace d'Aoust were appointed conveners of the forthcoming social function.

Other discussions focussed on arrangements for a fund raising project; a series of whist and bridge parties. Mrs. James Burgart is in charge of details for the party series to be held every second week with the first scheduled for Monday, February 4, in St. Ann's Parish Hall.

The Catholic women's group will serve refreshments to the Gonzaga University Men's Glee Club following the performance in the Penticton High School auditorium on January 31.

Prior to adjournment a very instructive and interesting address on Civil Defense was presented to the well-attended meeting by Alderman Elsie MacCleave.

## Colorful Costume Party By Explorers On Friday

Colorful costumes representing the native dress of children from foreign lands were worn by members of the Penticton United Church Explorers at a party on Friday evening in the church hall.

The theme for the very enjoyable affair was suggested by the Explorers' study book for the year pertaining to the peoples and customs of Korea, Japan and China.

More than 45 girls ranging in age from nine to 11 years were present for the function highlighted with games, contests, refreshments and prizes for the best costumes.

Party arrangements were under the supervision of Mrs. Donald Steele, Mrs. Ron Dean and Mrs. Larry Stokes. Miss Ruth Adams and Mrs. H. W. King were present to judge the costumes.

## Birthday Dinner And Afternoon Tea Party At Valley View Lodge

Social events and various programs at Valley View Lodge contribute to the pleasure and entertainment of the residents there and the guests who join them for these special occasions.

The second in the series of birthday dinners being held to honor those living at the senior citizens' home took place on January 4 with seven anniversary celebrants and Mr. and Mrs. Charles Wright as the special guests. Balloons and silver bells as table decorations provided a festive setting for the enjoyable dinner party.

Another social function giving much pleasure was the afternoon tea party on January 18 honoring Rev. and Mrs. Ernest Rands. This party was also one in a series of social functions held to honor Penticton church pastors and their wives. Upon her arrival, Mrs. Rands was the recipient of a lovely corsage with the presentation being made by Mrs. F. E. Shepherd.

Mrs. M. O. Abbott and Mrs. Myra Harkness presided at the prettily decorated tea table.

A program followed with solo selections by Mrs. Frank Christian accompanied by Mrs. G. Dow at the piano. Mrs. Ruth Moore also entertained with a number of piano numbers. Mr. and Mrs. Rands expressed their sincere appreciation for the happy hour

spent with their friends at Valley View.

Those presenting Sunday afternoon services during January were Rev. and Mrs. J. R. Spital of the Church of the Nazarene and Rev. John Simms from Revival Centre. Mrs. D. Harris held a singsong for residents following the latter service.

Penticton Film Council with Peter Sysoev and Ben Biro, operators, showed interesting pictures of Canada, while the residents were again entertained with colored slides taken by Mr. and Mrs. E. W. A. Cooper on a recent visit to Jamaica and New England.

A musical evening was enjoyed by the Lodge residents when Mrs. J. Campbell, daughter Helen Grace, and her mother Mrs. George MacKenzie with four of her piano pupils gave a concert of songs and piano selections.

Five ounces of cheese contains the food value of one quart of milk.

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KNIGHTS OF COLUMBUS  
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## Gonzaga University Men's Glee Club

High School Auditorium - 8:15 p.m.

Thursday, January 31st

Admission: Adults \$1.50 - Students 75c

TICKETS AT

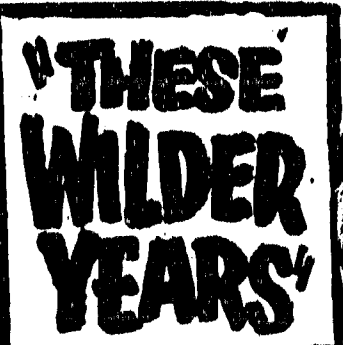
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## CAPITOL

## LAST TIMES TONITE

January 23

2 Shows 7:00 and 9:00 p.m.



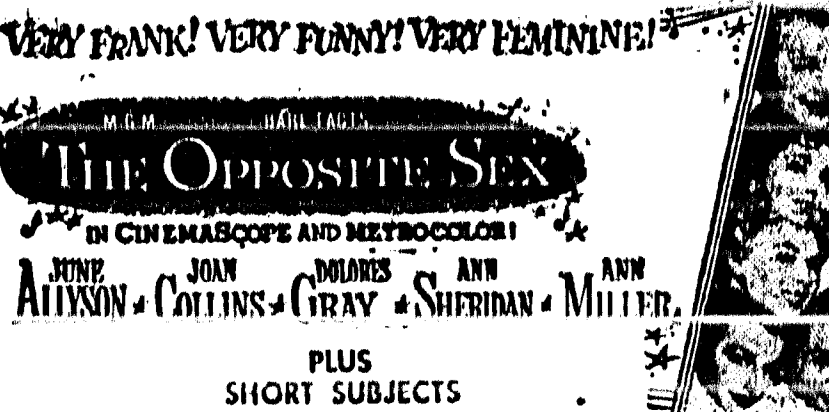
A TEEN-AGER  
IN TROUBLE!  
JAMES CAGNEY  
BARBARA STANWYCK

THURS. - FRI. - SAT.

Jan. 24-25-26

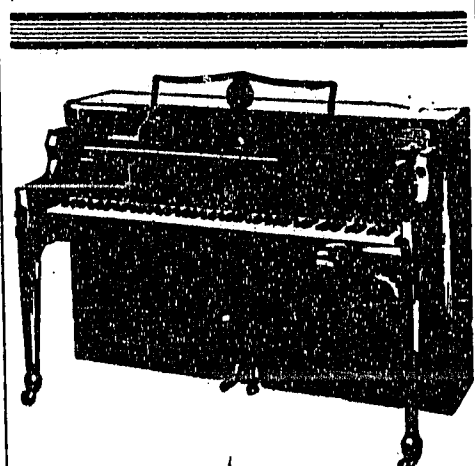
2 Shows 7:00 and 9:00 p.m.

Saturday Continuous From 2:00 p.m.



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SHORT SUBJECTS



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## Girl Guide And Brownie Ass'n At Summerland Elects 1957 Officers

SUMMERLAND - Mrs. C. E. Piers has been re-elected president of the local association to the Guides and Brownies in Summerland. Mrs. G. A. Laidlaw, the secretary and Mrs. Leslie Rumball, treasurer, were returned to office, also.

New officers are the 1st vice-president, Mrs. R. S. McLaughlin and the 2nd vice-president, Mrs. W. P. Powell.

Mrs. W. H. Durick will continue as the badge secretary and Mrs. I. H. Solly as press secretary.

Plans have been made for a "Mother and Daughter" banquet on February 22, Thinking Day, and for the annual St. Patrick's

Tea in March.

New recruits as Brownie officers in the 2nd Summerland Pack include Mrs. R. S. Oxley, Mrs. G. B. Anderson and Mrs. Frank Deavan.

## Bridal Shower For Member Of Teaching Staff

Miss Nan Criddle was a hostess on Wednesday evening entertaining at a miscellaneous shower for Mrs. Ronald Phillips, the former Miss Joyce Mounce, whose marriage took place during the Christmas holidays.

Many lovely gifts were presented to the honoree in a pretty pink and white decorated basket. Guests present to honor Mrs. Phillips were fellow members of the teaching staffs at Penticton Junior and Senior High Schools; Miss Pat Gwyer, Mrs. F. Scott, Mrs. Jacqueline Howe, Miss Grace d'Aoust, Miss Marie Young, Miss Betty Thomas, Mrs. Odette Mathias, Mrs. Phyllis Asay, Miss Marian McLennan, Mrs. Y. E. Gidgor, Miss Bernice Jordan, Mrs. K. T. Fehger, Miss Jane Corbett, Mrs. E. I. Joslin and Miss Ruth Erickson.

## PEN-MAR THEATRE

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Admission Prices: Adults 60c - Students 40c - Children 20c  
Matinee Prices: Adults 40c - Students 30c - Children 15c

TONIGHT AND THURSDAY, JANUARY 23-24  
Evening Shows 7 and 9 - Matinee Saturday 2 p.m.  
Show Times This Picture Only at 7:00 and 9:30 p.m.

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"NOT AS A STRANGER"

FRIDAY-SATURDAY, JANUARY 25-26  
Walter Pidgeon, Maureen O'Hara, Donald Crisp,  
Bobby McWhorter and Barry Fitzgerald in

The Best Picture Of Its Year And Winner  
Of 6 Academy Awards

"HOW GREEN WAS MY VALLEY"

With added feature during Saturday Matinee Only in  
"CAROLINA CANNON BALL"  
A HIP ROARING COMEDY WITH JUDY CANOVA

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# Penticton Herald

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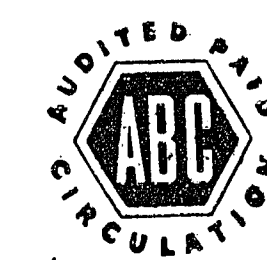
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## DEATHS

**KENNEDY** -- At Kelowna on  
Monday, January 21, 1957, Josias  
Alexander Chancellor (Jack) Ken-  
nedy, formerly of Penticton and  
late of 245 Riverside Avenue,  
Kelowna. Survived by his loving  
wife, Essie; one daughter, Maur-  
een (Mrs. C. V. Laughton), Ex-  
eter, Ont.; one son, W. J. Güller  
Kennedy, Powell River; also by  
six grandchildren. Funeral ser-  
vices Wednesday, January 23, at  
2:30 p.m. from First United  
Church, Kelowna. Interment Kel-  
owna Cemetery, Kelowna. Funeral  
at Directors in charge.

**THYNNE** -- Passed away in  
Kamsack, Sask., Monday, Janu-  
ary 21, 1957, Mrs. Mary Eliza-  
beth Thynne, aged 87 years. Sur-  
vived by one sister, Mrs. Mina  
McDonald, Kelly, Sask.; one  
brother, George Linklater, Birch  
River, Man.; one granddaughter,  
Mrs. George Broderick, Pentic-  
ton; one grandson, Jack Bat-  
stone, Penticton; one son-in-law,  
George Batstone, Penticton; and  
six great grandchildren. Funeral  
services will be held in the  
St. Saviour's Anglican Church,  
Saturday, January 26th, at 3:30  
p.m. Canon A. R. Eagles officiat-  
ing. Interment in the family  
plot, Anglican Cemetery. Pen-  
ticton Funeral Chapel in charge  
of arrangements. R. J. Pollock  
and J. V. Carberry, Directors.

## CARD OF THANKS

WE wish to express our heart-  
felt appreciation for the many  
acts of kindness, cards and floral  
offerings received during the ill-  
ness and passing of our father,  
Tony Catalano. Many, many  
thanks to all. Special thanks to  
the doctors and nurses of Pentic-  
ton Hospital.

— Mafalda, Raphael and Leo-  
nore.

## FOR RENT

**MODERN** housekeeping room,  
with fridge, close in. Phone 3718  
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also garage, for rent. 274 Scott  
Ave., phone 3847. 9-1f  
**LARGE** basement suite, furnish-  
ed, \$45 a month. Apply 1404 Gov-  
ernment St., or phone 4405. 9-10  
**ROOM, Board and Laundry** for  
\$60 a month. Phone 5940. 9-11  
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303 Nanaimo W. 9-1f  
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ate entrance, adults only, \$40.00  
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wheelbarrows for rent. Pentic-  
ton Engineering, 173 Westmin-  
ster. 55-TF  
**PROJECTORS** for rent, movies  
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rent by week or month. Phone  
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entrance, central, gentleman pre-  
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flat apartment, ground floor,  
976 Eckhardt W., no children  
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guna Motel, 1000 Lakeshore  
Twelve. Please call in person.  
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Call at Pines Motel, Phone 3119.  
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rug, 9'x10'6", \$55.00; one Broad-  
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Apply 301 Haynes St., phone  
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For Real Value and Easy terms  
phone or write:  
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**NHA** home on over 1/2 acre lot,  
2 bedrooms, automatic oil heat,  
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**FOUR** bedroom home, large  
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**COMPLETE** set of orchard  
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Only 9,000 miles, air conditioner,  
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basement and furnace; must  
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## COMING EVENTS

Penticton Social and Recreation  
Club  
**BINGO**  
Canadian Legion Hall  
Wednesday, Jan. 23rd, 8 p.m.  
Jackpot \$300.00  
Door Prize \$10  
Membership cards must be  
shown. 4-TF

**ORDER** of Eastern Star Daf-  
ford, Masonic Hall, Satur-  
day, April 27th.

**ST. SAVIOUR'S** Girls' Auxiliary  
Annual St. David Tea will be  
held in St. Saviour's Parish Hall,  
Saturday, March 2nd, at 2:30  
p.m.

**CWL** series of Bridge and Whist  
to be held every other week,  
commencing Monday, February  
4th, at 8 p.m., in St. Ann's Parish  
Hall. Refreshments served.

**ORDER** of Eastern Star Fall Ba-  
zaar, Saturday, November 23rd.

**GONZAGA** University Men's  
Glee Club, High School Auditor-  
ium, Penticton, January 31st,  
8:15 p.m., admission \$1.50. Tie-  
kets at Knight's Pharmacy. 6-12

## PERSONALS

**IF** Mrs. A. Scratch, 408 Lakeshore  
Drive, and Mrs. G. Rossi, 235  
Bassett St., will bring one coat  
and one suit to the Modern Clean-  
ers, we will clean them free of  
charge as a token of apprecia-  
tion.

## THE LAUNDERLAND

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Main St., Penticton -- Dial 3126

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Cleaning Customer? Watch this  
column.

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mortgages or agreements for  
sale. Apply Box F112, Penticton  
Herald. 1-12-TF

**RAWLEIGH'S** -- The first name  
you think of in medicated oint-  
ment. For other Rawleigh Prod-  
ucts phone 3103 any time. 1-13

**ALCOHOLICS** Anonymous, ex-  
quire Box 92, Penticton or Box  
584, Oroville, Washington. 55-TF

## AGENTS LISTINGS

**WITH OIL FURNACE**  
Nice 4 room modern home, part  
basement, wired 220. Full price  
only \$6,300. Terms.

**TO CLEAR** AN ESTATE  
Five room modern home, 3 bed-  
rooms; also 3 room home rented  
at \$35 a month. Located on 3  
lots only 4 blocks from Main St.  
All this for only \$8,000. Half  
cash.

**A REAL BUY**  
Six room modern home, 3 bed-  
rooms, 4 pc. bathroom, fireplace,  
basement, oil furnace, wired 220.  
Full price \$8,950. Terms.

**Contact**  
McKAY & McDONALD  
Real Estate Limited  
Phone 4281

**Evenings** phone:  
E. H. Amos, 5738  
D. N. McDonald, 2192  
J. M. McKay, 4027

**ONLY \$3600 DOWN**  
New 3 bedroom N.I.A. Home.  
Fireplace, full basement, auto-  
matic heating, choice location in  
new subdivision. Construction  
costs and interest rates rising.  
Save \$5 by buying this brand  
new home. Full price only  
\$13,900.

**ONLY \$1800 DOWN**  
New 2 bedroom Home on sewer,  
will be ready to move into soon.  
Full price \$3500.

**BURTON** AND COMPANY  
(1956) LIMITED  
Real Estate and Insurance  
355 Main Street Phone 4077  
Evenings Call:  
C. S. Burton, 3820  
Jack McMahon, 4544

## AGENTS LISTINGS

**HOUSE**  
Modern 2 bedroom home, fully  
furnished. On large improved  
lot. Several fruit trees, berries  
and grapes. Two out buildings.  
Complete property in first class  
condition, good location. Priced  
at \$8500.00, \$2500.00 down, bal-  
ance \$55.00 per month.

**HOUSE**  
7 room home, modern in every  
respect, with an appealing lake  
view. Fully insulated, hardwood  
and fir floors, large picture win-  
dows, full basement, oil furnace.  
Laundry tubs, patio, beautiful  
rockery with front and rear  
lawn. On 1/4 of an acre. Don't  
delay, phone in or call and view  
this property. Full price \$15,  
750.00, \$5500.00 down, balance at  
\$63.00 per month including in-  
terest and taxes.

**AUTO COURT**  
\$23,000.00 down payment, will  
purchase one of the most out-  
standing Auto Courts in Penic-  
ton, fully modern, up-to-date  
Furniture and Fixtures.

**RENTAL**  
3 bedroom house for rent, \$45.00  
per month.

For Honest, Friendly, Efficient  
Service on all your Real Estate  
Problems. Depend on TEACHI  
CITY REALTY & Insurance  
Agents Ltd.  
Telephone 2930, 728 Main Street,  
Penticton, B.C.

**EVENINGS** DIAL  
Ben Friesen ..... 6379  
A. C. (Ruck) Schanuel ..... 4085  
Keno Balla ..... 5178

**ANOTHER OPPORTUNITY**  
Auto Court with 8 rental units  
and coffee shop -- service sta-  
tion. Excellent location on paved  
highway with private lake  
beach. Prefer cash but consider  
Penticton property as part pay-  
ment. Owner must sell and  
agrees to take loss and offer for  
\$29,500.00.

**510 FEET HIGHWAY**  
**FRONTAGE** IN OLIVER  
DISTRICT  
Four acres of fruit with 3  
bedroom modern home. Wired  
220. Situated in frost free area  
showing crop returns for last  
8 years low of \$3,000 -- high of  
\$4,400. Compare this for value  
at \$12,600.00 full price.

We have buyers for First  
Mortgages and Agreements for  
Discount.

**Redland** Lots for Sale with NHA  
Financing Available.

**A. F. CUMMING LTD.**  
Real Estate  
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**MARTIN & NANAIMO STS.**  
**TELEPHONE 5620** 127-TF

## LEGALS

January 18th, 1957.  
**NOTICE TO CONTRACTORS**  
Sealed tenders on form pro-  
vided and endorsed outside "Tender  
for Activity Room, Cawston"  
will be received at the office of  
School District No. 16 (Keremeos),  
in the Similkameen Junior  
Senior High School at Keremeos,  
B.C., on or before 7:30 p.m. on  
Monday, February 18th, 1957.

Plans and specifications can be  
obtained from the School  
Board office in Keremeos on pay-  
ment of \$20.00 which will be re-  
turned if drawings and specifica-  
tions are returned in good con-  
dition to the Secretary-Treasurer  
within thirty days from the op-  
ening of tenders.

A certified cheque drawn on a  
Canadian bank for 10% of the  
amount of the tender and made  
payable to the Board of School  
Trustees, School District No. 16  
(Keremeos), must accompany  
each tender and will be forfeited  
if the party tendering declines  
to enter into a contract when  
called upon to do so.

A letter from a Bonding Com-  
pany acceptable to the Board of  
School Trustees must be en-  
closed with the tender stating that  
the Bonding Company is prepared  
to issue a Bond for 50% of  
the amount of the tender should  
you receive the contract.

The lowest or any tender will  
not necessarily be accepted.

**L. A. NEAL**  
Secretary-Treasurer,  
School District No. 16  
(Keremeos),  
Keremeos, B.C. 3-9

**NOTICE**  
A Public Auction will be held  
on Friday, February 8th, 1957,  
at 2:00 p.m. or as soon as pos-  
sible thereafter, at the Forest  
Ranger's Office at Penticton, to  
dispose of a Special Use Permit  
area of 0.7 acres in the vicinity  
of Chute Lake, together with ex-  
isting improvements.

Further information can be ob-  
tained by writing the District  
Forester, Kamloops, also the For-  
est Ranger, Penticton. W-3-12

## LEGALS

**AUCTION OF TIMBER**  
**SALE X 72859**  
There will be offered for sale  
at public auction, at 11:00 a.m.  
on Friday, February 1st, 1957,  
in the office of the Forest Ran-  
ger, Penticton, B.C., the Licence  
X72859, to cut 94,000 cubic feet  
of Fir and other species sawlogs,  
on an area situated approximately  
1 mile North West of Lot 5165,  
S.D.Y.D., Shatford Creek.

Five (5) years will be allowed  
for removal of timber.

Provided anyone who is un-  
able to attend the auction in per-  
son may submit a sealed tender,  
to be opened at the hour of auc-  
tion and treated as one bid.

Further particulars may be  
obtained from the Deputy Minis-  
ter of Forests, Victoria, B.C., the  
District Forester, Kamloops, B.C.,  
or the Forest Ranger, Penticton,  
B.C. W-6-9

**Province of British Columbia**  
**"Change of Name Act"**  
(Section 6)  
**NOTICE OF APPLICATION**  
**FOR CHANGE OF NAME**  
NOTICE is hereby given that  
an application will be made to  
the Director of Vital Statistics for  
a change of name, pursuant to  
the provisions of the "Change of  
Name Act", by me, MATHILDA  
KLASSOFF, of 496 Van Horne  
Street, in Penticton, in the Prov-  
ince of British Columbia as fol-  
lows:

To change my name from  
MATHILDA KLASSOFF to MA-  
THILDA ALEXIS KLASTON.  
Dated this 21st day of January,  
A.D. 1957.

(Miss) Mathilda Klassoff.

## CONVENTION

### SIDELIGHTS

At the annual BCFGA conven-  
tion this morning, in serious de-  
bate over policing work of the  
B.C. Tree Fruit Board, Mrs. E.  
Ponickack of Erickson sent dele-  
gates roaring by labelling fruit  
board inspectors as "gestapo of-  
ficers."

J. G. Campbell of Salmon Arm,  
chairman of the board, denied they  
had such a role, and com-  
mented without which we would  
have chaos." He urged grower  
cooperation with inspectors.

Later, as discussion centred



## Farm Cash Income To Remain At '56 Level

Economic conditions in Canada and the rest of the world in 1957 should be favorable to Canadian agriculture, the federal department of agriculture notes in its outlook report.

Farm cash income, the department believes, will probably be maintained at the 1956 level.

A supporting influence on the demand for Canada's agricultural products is the anti-inflationary measures adopted in many countries which point to a better-balanced world economy. Coupled with this is the introduction of more flexible fiscal and monetary policies in various countries.

Labor requirements in agriculture, the report notes, will continue to exceed the available number of laborers. The federal department of immigration has stepped up its attempt to increase the flow of immigrants for Canadian agriculture.

However, the necessity for organized labor movements within and between provinces during 1957 will be greater than ever.

In specific sections of Canadian agriculture, the report notes that the 1957 apple crop is expected to be larger than that of last year.

Production in B.C., however, may still be below average because of the winter injury suffered during 1955-56, but this will largely be offset by an increase in eastern Canada.

The 1956 apple crop of 12.0 million bushels was 37 per cent less than the bumper crop of 1955 and 16 per cent below the 1949-53 average. Production was down in all provinces with the largest reduction from 1955 taking place in Quebec.

A smaller crop, 96.1 million bushels, was also harvested in the United States and the total North American output is placed at 108.1 million bushels, 14 per cent below that of 1955 and the 1949-53 average.

The small 1956 crop was reflected by higher prices on the fresh market this fall than last.

At Toronto, during October the average wholesale price of Ontario McIntosh, Canada fancy was \$2.99 per bushel compared with \$1.65 per bushel in October 1955 while at Vancouver, McIntosh, Canada fancy sold for \$4.23 per bushel compared with the 1955 October price of \$3.44 per box. Prices are expected to remain firm during the remainder of the

marketing season.

Stocks of processed apple products at the beginning of the crop year (July 1) were lighter than those of 1955 but well above average. There has been a strong demand for processing apples and this has also helped to strengthen the fresh market. The total quantity to be processed during 1956-57 is expected to be considerably less than the 4.7 million bushels processed in 1955-56.

Exports during the period July 1 to November 9 were 380,000 bushels compared with 554,000 in the same period in 1955. Exports from British Columbia to the United States were up slightly but this was offset by decreased exports from Eastern Canada. Total exports for the whole season are not expected to equal the three million bushels shipped out during 1955-56.

Imports between August 1 and October 31 were heavier than in the same period in 1955 and for the season as a whole are expected to approximate the 700,000 bushels imported last year.

Pears — There has been an upward trend in pear production in Canada since 1945. This trend is expected to continue in 1957. In Ontario, the largest producing province, there was 7,000 acres of approximately 700,000 pear trees in 1952. Since then the average has increased by only two per cent, however, the trees are expected to bear more heavily as their age increases.

The bulk of the increase in Canadian output is expected in British Columbia where over 65 per cent of the 375,000 trees in 1955 were ten years and under. These trees largely escaped the killing frosts of 1955-56.

Another factor encouraging pear production is price. The average farm price received for pears has been relatively constant and higher than that received for apples during the last five years.

Other tree fruits — If weather conditions are favorable the 1957 crops of peaches, cherries, apricots and plums and prunes will exceed those of 1956. During the next few years on the basis of numbers and age of trees an increase in the production of peaches, cherries and apricots would normally be expected in British Columbia but this will be offset to a large extent by the 1955-56 winter injury.



**THEY'RE NOT ALWAYS SO HAPPY** — A group of leading growers at the B.C. FGA convention here are shown in a lighter moment. In the group, from left to right are, L. Hart, Osoyoos; R. V. Bonnett, Oliver; D. P. Fraser, Osoyoos; Avery King, Penticton; and E. J. Hack, Oliver.

## Magnitude Of Farm Problems Underscored By MacGillivray

The farm problem is not solely a regional nor a national one, but it is a condition of international magnitude, the B.C. deputy minister of agriculture, William MacGillivray, said here yesterday during his opening address to the 68th annual BCFGA convention.

Mr. MacGillivray termed the spectacular changes in B.C.'s industrial economy as "revolutions". He cited numerous statistics, such as a 10 per cent rise in industrial employment during 1956, as proof that B.C. industry is undergoing an unprecedented boom.

On the other hand, he said the farm population, because of increasing farm costs, is lagging behind in sharing this prosperity.

As a result of rapid industrial expansion, "an adequate supply of farm labor is becoming increasingly scarce," he said.

This he regarded as the major cause of some 30 per cent "disparity" in wages paid to the industrial worker as compared with the farm laborer.

Mr. MacGillivray praised Okanagan Valley growers for cooperating with the government in attempts to meet a 1956 farm labor shortage.

The government received "excellent cooperation" and "very fine liaison" with the BCFGA executive and district councils, he said.

A contributing factor in farm-

ers' depressed condition at present, he said, is the small size of many farms. In Canada, the record shows that 40 per cent of Canadian farms yield nearly 80 per cent of agricultural production.

He suggested farmers could improve their lot by making more use of research findings. For some reason farmers do not appear to recognize or use the findings of researchers, in the deputy minister's opinion.

Tree fruit growers in the Okanagan, Mr. MacGillivray added, have relatively more researchers assisting them, via the Summerland Experimental Farm; than any other phase of agriculture in B.C.

As an example, he cited the 1955 orchard survey, the results of which are currently being released, providing much material for efficiency and productive measures of the Okanagan economy.

The provincial minister of agriculture recently presented a five-fold program to the federal government as essential measures to aid B.C. agriculture.

The B.C. minister, he said, asked for:

1. A more effective and realistic farm credit system.
2. Loosening of the general credit restrictions on B.C. agriculture.
3. An equitable tariff structure.

## BLUEBIRD NOTES

The Canadian Arthritis and Rheumatism Society, Penticton Branch, held a meeting this week in the Alexander room, Legion Hall.

Owing to the unexpected indisposition and absence of the president, it was decided to call another meeting very shortly. At this next meeting the annual reports will be heard, and the officers for 1957 will be elected.

The physiotherapist, Miss Diana Traynor, gave her report for the past four months. Through-out the district, which extends as far south as the border, there are at present 70 patients receiving treatment. There are 46 new patients, and 54 have been discharged.

Miss Traynor in her work has driven the society's car 2370 miles during this period. Fees

and donations from patients have amounted to \$352. Consideration of these figures will make it obvious that public support is most necessary for the society's work here, as elsewhere in the Dominion.

In Penticton the local branch of CARS has been well pleased with the sum raised through the channels of the Penticton United Welfare Appeal. Oliver district now maintains its own branch, while using the services of the Penticton physiotherapist, and does its own campaigning. So also do other outlying places, such as Summerland, where the Rebekahs assume the responsibility for furthering the interests of CARS.

The Penticton Branch, CARS, is always happy to accept offers of help from wellwishers, and gladly welcomes them at all meetings.

## GARRISH

Continued from Page One

of Penticton. "Why deliberately deprive ourselves of capable men?" he demanded.

"If the growers aren't satisfied, it's up to the locals to nominate another president," said S. Black, of Osoyoos.

"We're just wasting time," was Mrs. L. Balla's comment. "If we don't want a particular leader we can vote him out at any time," this Penticton delegate stressed. Her interjection seemed to voice the feeling of the meeting, which began then to call impatiently for the question.

When this vote was called for, only a small group of six rose to support it.

Mr. Garrish was then called back to the session and he took his seat amid a strong applause.

Imperturbable, efficient as always, the BCFGA chairman quietly sucked his pipe as he launched immediately into discussion of further extraordinary resolutions, all of which were defeated. They would have set up a vice-president, and limited office holding to the owners of five acres or more.

## P-TA To Meet On Thursday

A meeting of the Junior-Senior P-TA will be held Thursday, Jan. 24, in the high school cafeteria, starting at 7:45 p.m.

W. G. Gay from the teaching staff will give a talk on discipline. A short panel discussion will follow on "The General Program".

Those taking part and representing the teachers will be Mrs. O. Mathias and H. D. Pritchard; for the parents, Mrs. K. Wilson and Pat Higgins.

## Minor Change In Plumbing Bylaw

A slight change to present plumbing regulations will be included in the next revision of the bylaw covering such installations, council stated Monday.

This change, recommended by R. K. Gurney, plumbing inspector, will cover washing machine installations.

## Salient Points Of Modern Cancer Covered In Prize Winning Essay

(Anne Clemens of Osoyoos, grade 12 student at South Okanagan high school, Oliver, topped scores of other high students throughout B.C. to win the recent biennial essay contest of the B.C. Division, Canadian Cancer Society. She won the grand prize of \$50 for the following essay on cancer research — Editor)

### CANCER RESEARCH Its Meaning to Mankind By ANNE CLEMENS

To a malignant cancer cell add a small amount of ignorance. Flavor with a touch of procrastination and stir well with a large dose of fear. Set it aside for several months and your product will be death — untimely and unnecessary.

How can we combat this killer, the cancer cell? Our only hope lies in research — research into the cause of cancer and the cure for it.

In this way we will eliminate the ignorance and the fear and change the recipe for pain and death to a recipe of health and happiness.

However, our research for the answer to the cancer problem is not an easy one. Three basic problems must be solved; understanding cancer, diagnosing and treating cancer.

But to solve these fundamental questions the scientists must better understand the basic forces of life. It is here that he runs into his first pitfall.

So little is known about normal cell growth. How is a normal cell different from a cancer cell?

What is the common denominator of cancer which attacks anyone in any walk of life?

To add to the difficulties, research is complicated by contradictions. One scientist believes cancer is caused by a virus; another has an opposing theory.

But in spite of these riddles and contradictions, there is no reason to believe that an answer may not be found. Ultimately, cancer research will attain its goal.

### EFFECTIVE WEAPON

Yet, because the science of cancer, so to speak, is fraught with pitfalls, and the basic problem is, from this distance, shielded by what seems to be an impenetrable curtain, this does not mean that the disease cannot be managed.

Research has given us an ef-

fective weapon against the cancer killer — early discovery. Cancer can be cured in its early stages.

Thus, we must regard anything unusual or unnatural in our habits and appearance as a warning. Discovered and diagnosed in its early stages cancer may be cured by surgery, radiation and x-ray treatments.

But the mortality rate increases as the cancer becomes more advanced. Let us take advantage of this lesson taught us by our cancer researchers. Let us obey the warning signals.

Past research has given us these weapons but our greatest hope lies in the future. Will science understand the cancer mechanism? Will science be able to prevent cancer?

When science can answer "yes" to these questions, man will have mastered another of the dread diseases which so plagued his fathers.

Until that time, the search for the answers to the cancer problem goes on and on. It is a search that is costing millions of dollars, a search that intensifies as the years go by, yet a search which still appears to be "miles from the objective".

Nevertheless, the search continues in one of the greatest of all mystery stories, not for the killer — the killer is the cancer

cell and he was found more than 100 years ago — but for the weapon which the killer so adroitly conceals.

It is a mystery which is a challenge to the whole of our people. It is a search which calls for the "alert minds and the eager hands of youth" as well as the trained brain and the experienced hands of maturity.

We are facing a ruthless disease which spares neither young nor old. And, young or old, we must continue to the research — to wipe out ignorance, to eliminate fear, and ultimately to destroy this intently killer which year by year is increasing his human toll in pain and death.

## Thank You, Aldermen

City council Monday night voiced appreciation of a letter received from Mr. and Mrs. John Scott, Forest Brook Drive.

The letter is as follows: "May we express our sincere thanks to you for your efforts on behalf of the citizens of Penticton during 1956, and wish you all success in 1957."

"We realize how difficult it must be to make decisions when there is so much new work to do, and we feel that you have done an excellent job."

## Dayton Boots for the OUTDOORS

For Work or Sport

6" or 9" Tops, Leather or Gro-Cork Soles

IDEAL FOR THE HUNTER, LOGGER, TRUCKER or FARMER

16.95 - 36.95

Other Makes of Reliable Work Boots from 8.95

**Geddy's BOOT SHOP**  
368 Main St.  
PENTICTON, B.C.

**WARM AND Wonderful WINTER TRAVEL VIA GREYHOUND**

Travel the carefree way . . . in a well-heated Greyhound bus. Leave your car at home and relax as one of the world's finest drivers relieves you of driving worries.

## LOW BARGAIN FARES from PENTICTON to:

	Round Trip	One Way
Kamloops	\$ 4.95	\$ 8.95
Prince George	16.50	29.70
Trail	7.25	13.05
Vancouver	7.10	12.80
Seattle	9.85	17.75
Los Angeles	31.35	56.45
Calgary	12.50	22.50
Winnipeg	29.70	53.50
Toronto	49.85	89.75
San Francisco	26.60	47.90

**FOLLOW THE SUN to the MARDI GRAS**  
23-Day Escorted Tour  
\$358.45 plus tax from Seattle.  
Leave from Seattle Feb. 21, 1957.

For full information contact Greyhound Bus Depot, 335 Martin, Penticton, or Telephone 2606, or see your local Greyhound Agent.

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## EATON'S Complete Stock Of ELECTRIC SEWING MACHINES

Exceptional Values include Popular Brand Names . . . "Viking", "Domestic" and "National" . . . Here are four of the many price ranges to choose from.

Reg. 99.50 TO CLEAR	66.33	Reg. 149.95 TO CLEAR	99.95
Reg. 159.00 TO CLEAR	106.	Reg. 299.00 TO CLEAR	199.

HURRY — QUANTITIES ARE LIMITED

**THE T. EATON CO. CANADA LIMITED**  
PENTICTON BRITISH COLUMBIA

308 Main St. Phone 2625  
Store Hours—Mon., Tues., Thurs., Fri. 9:30 a.m. To 5:30 p.m.; Wed. 9-12; Sat. 9-6

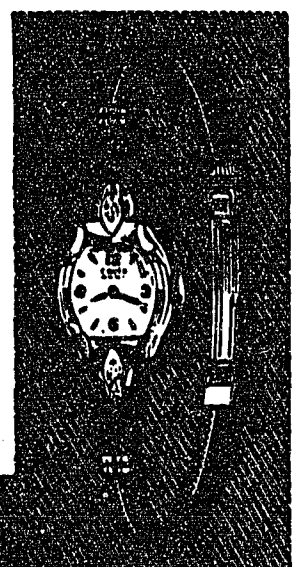




## Processors' Sales Top 2.5 Million Mark In Three Year Period, Growers Told

### CRANNA'S Offer You

The newest and finest in Gruen! Veri-Thin JULIET (top right) set with two diamonds! 17 jewel, white or yellow case, black nylon cord. \$49.75 — others to \$600.



UP TO  
**\$25**

Limited Time  
Only!

For Your Old  
Watch

IN  
**TRADE**

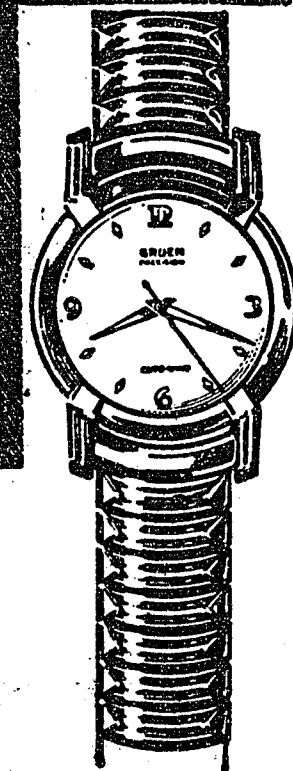
FOR

Any New 1957  
**GRUEN**

See our wonderful  
Display of Gruen  
Watches

**\$25 IS ALSO  
OFFERED**

For The Oldest  
Watch Trade-In



Men's Automatic  
NEPTUNE FLEX —  
17 jewel automatic,  
shock resistant, anti-  
magnetic, sweep sec-  
ond-hand. Yellow  
waterproof case,  
matching expansion  
bracelet. \$12.00.  
Others priced \$19.50  
and up.

**Cranna's JEWELLERS**  
270 Main St. — Dial 3099  
Penticton, B.C.

This year for the first time in the 10-year history of B.C. Fruit Processors Ltd. no dehydrated apples were produced, noted the agency's general manager, R. P. Walrod, in outlining the "new set of problems" presented by the 1956 light fruit crop.

Mr. Walrod reviewed the 1956 work of Fruit Processors as he spoke this week before the delegates here at the 67th annual BCFGA convention.

His address is as follows:

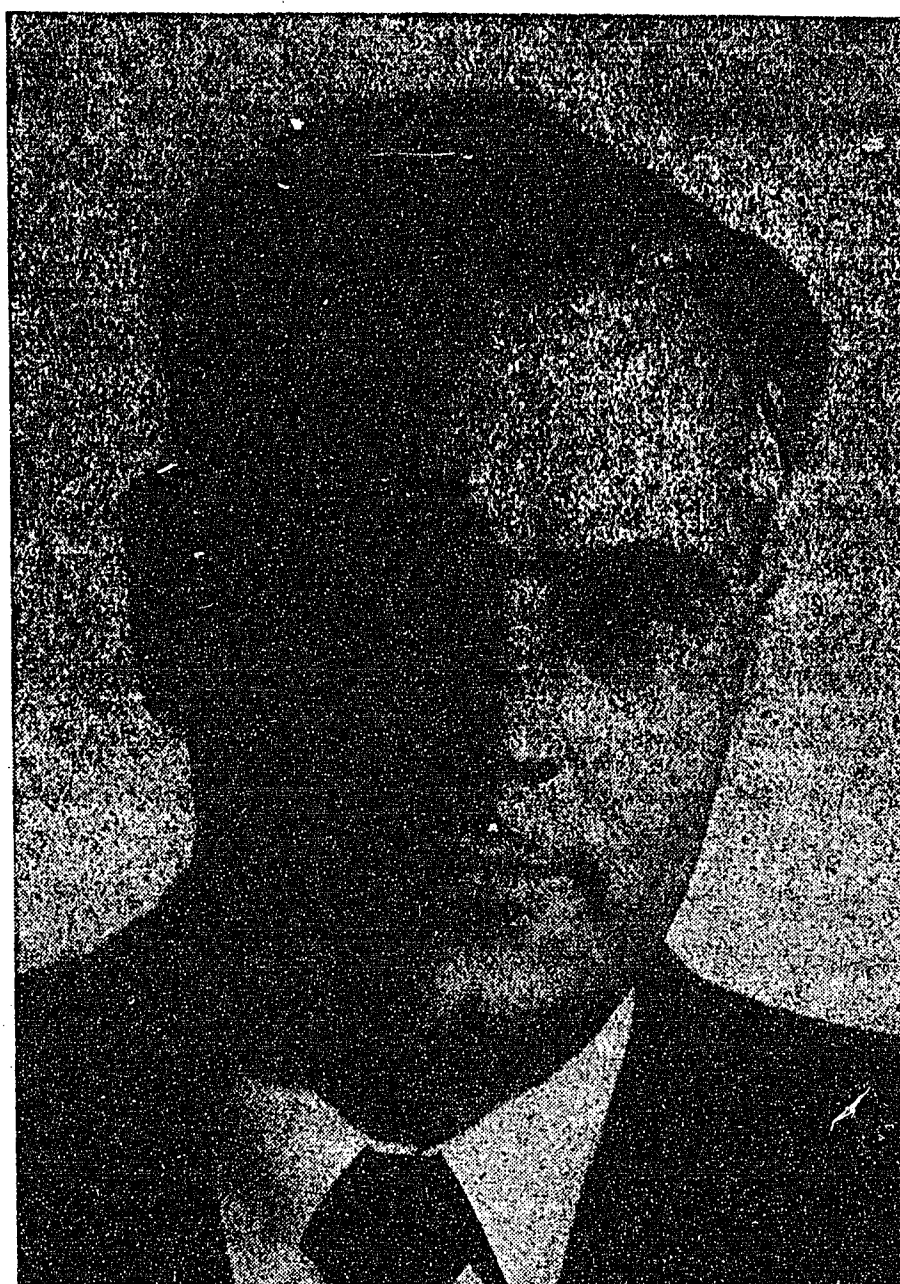
The current light crop has presented your processing company with a new set of problems which some of you no doubt have found paralleled in the packing houses.

Geared, as it is, to digest the quantities of the two previous seasons, when 30,000 tons of apples were handled in each year, the reduction to one-third of that quantity in 1956 has required the company to make internal adjustments, particularly in regard to staff. Because of the highly specialized nature of the business, however, there is a limit to which staff can be reduced without jeopardizing the capacity of the company to fulfill its obligations in a normal crop year.

In some respects the short season has come as a welcome breather. After having strained bank borrowings, factory capacity and warehouse space to the limit for two years, the present situation provides opportunity for tidying up. Fortunately this can be done without relieving our sales department of a full working program.

Our pack of apple juice is approximately half that of last year. For the first time in the company's ten year history, no dehydrated apples were produced. The current production of all commodities, however, plus the carry-over from last year has provided us with a total inventory to the value of nearly \$2,000,000 to move during the balance of the year.

As an indication of the rapid growth of the company, average sales over the first three years of its existence amounted



R. P. WALROD . . . Light crop year problems

to something over \$700,000 on the five items manufactured. During the past three years this average has increased to over two and a half million dollars and now includes nineteen items.

With dual management came the opportunity to set up a sales department to handle this vital part of the company business, which formerly had been directly under the administration of the general manager. This department now includes branch operations at Vancouver, Calgary, Edmonton and Regina, where Processors' personnel are sharing facilities with the Canadian Fruit Distributors Ltd. To date this plan has proven advantageous to both organizations and thus to the industry as a whole. It is projected to expand Processors' sales department ultimately to include Saskatoon and Winnipeg, where the Sun Rype account is currently being handled by brokers.

#### SELECTIVE SELLING

A year ago our newly appointed sales manager outlined to the convention his plan for "selective selling", designed to achieve maximum sales with a minimum of man power. We believe our 1955-56 sales, amounting to 1,040,366 cases of Sun Rype goods constitutes full endorsement of the plan. The logical integration of Processors' advertising and promotional efforts with those of B.C. Tree Fruits Ltd. have also proven to be effective and successful. Close liaison between sales and advertising departments have insured proper emphasis on the right products in the right markets at the right times.

Study of consumption figures in both Canada and the United States, clearly indicates an increasing trend toward ready-to-use food products. Per capita consumption of fruit in the fresh form continues to drop. In certain areas of large apple production such as Pennsylvania, Virginia and California the greater proportion of the crops is now processed.

With our own production confined almost entirely to dessert varieties, we may not be situated to move so far in this direction, even if markets should exist for the canned product. Our limited opportunities for following the trend appear to lie in such items as apple sauce and pie filling. As the former is dependent upon summer apples, there appears to be a limit to the volume available that might ultimately be packed. Perhaps the final determining factor is the amount that can be paid for the apples which go into a product that must meet competition. While the amount we pay may be as high or higher than the prevailing price in competing areas, our returns are subject to assessment for other industry costs which lower the net to the grower to a point where the process outlet appears less attractive than it actually may be.

Our pack of apple sauce in each of the past two seasons, while of excellent quality, has exceeded the quantity for which there appears to be a ready market in Western Canada at the premium prices we expect to obtain. Special promotional effort is under way and we are confident greater sales volume can be reached.

Use of a special process suggested by the Fruit Products Laboratory at Summerland has enabled us to use McIntosh for pie filling. Although this variety is not considered to be satisfactory for canning, it is currently proving superior to any other apple available in quantity for pie filling. Volume production and sales were built to significant proportions last year. Diversion of commercial apples having been confined this year to surplus in summer varieties, plus a few hundred boxes of large Cee grade McIntosh, has handicapped the development of this item.

A similar situation existed in peaches and apricots, although minimum quantities of each were supplied to prove up newly installed production equipment. We were, however, called upon to salvage approximately 160 tons of surplus peaches late in the season, which were converted into pie filling. In spite of the fact that many of these peaches were borderline both as to desirable size and maturity, the result was of good quality and sales to date have been encouraging.

In our search for new products with which to find new or wider markets for our crops, perhaps the most spectacular is Applecot Nectar, a blend of apricot and apple juices. In the brief space of one year, market was found for over 75,000 cases of a previously unknown item. We do not yet know what the ultimate demand will be when its nutritional values and taste appeal become more widely known. We place a conservative estimate at this point, in terms of new consumption for apricots, at one thousand tons annually. Returns which may be expected should closely parallel the canner's price for the variety and class of fruit used.

The full significance of any or all of these new products may not be manifest except in periods of surplus supply. Each, however, is making its contribution to the overall increased consumption of B.C. fruit, in many cases at the expense of fruit produced elsewhere. The returns can be considered net values to the industry, as any difference between them and what the grower receives is money that must otherwise be furnished from some other source.

The answer to the ready consumer acceptance of new products such as Applecot undoubtedly lies, in large measure, in

the confidence the Sun Rype brand has earned in other products. Providing quality standards and sales policies continue to be jealously guarded, this brand promises to become one of the most valuable assets owned by this industry. The present trend in merchandising indicates it to be of paramount importance to get it established not only on a regional but national basis, as quickly as opportunities permit.

This ready acceptance of the Sun Rype brand is not an accident but has emerged as the direct result of policies for research, operation and promotion approved by the past grower-elected Board of Directors.

Much of the information on the company's operations which formed the basis of management's report to past conventions now appears regularly in the BCFGA quarterly reports, and we assumed it has been studied by all growers seriously interested in their business. In the December issue reference is made to price trends on Sun Rype apple juices from 1948 to 1956 inclusive. These clearly illustrate the company policy of moving price wise as close to the market as distribution will allow. The objectives this year are additional revenue from advanced prices in order to absorb the increased overhead costs attending low production, combined with maintenance of shelf price on at least our primary items until new pack.

#### EXPANSION PROGRAM

The expansion program of the past two years has called for courage, foresight and confidence in the future on the part of both management and the Board of Directors. We had reached the point a year ago where a list of

Please turn to page 3  
See: "Processors' Sales"



Watch For It  
5 DAYS are coming soon

#### TENDERS RECEIVED

Two tenders were received by Council Monday for the city's supply of electric light bulbs for 1957.

One was from the Canadian General Electric Co., with a warehouse at Kelowna, and the other from the E. B. Horsman Co. with a warehouse at Penticton. The tenders were identical as

far as broad quotation was concerned. They were turned over to the electrical committee for recommendation.

#### NEW MACHINERY

Purchase of the new machinery covered in the interim budget will proceed at once, council decided Monday, following recommendation of the works committee.



Today and every day  
you'll find the best  
deal at

Valley Motors

1951 STUDEBAKER COMMANDER V8 Sedan, perfect shape	\$1095
1953 DODGE REGENT Sedan. Really clean	\$1295
1950 FORD TUDOR—New paint, seat covers and custom radio	\$695
1950 AUSTIN SEDAN	\$350
1953 PONTIAC SEDAN Perfect condition	\$1195
1950 PLYMOUTH TUDOR	\$695

May we suggest that you  
**Attend the Hockey Games!**  
... for a real thrill and get back in the habit of attending each game! The Vics and the Hockey Club needs your support and you'll have loads of fun too!

**Valley Motors Ltd.**

FORD & MONARCH SALES & SERVICE  
GENUINE FORD PARTS

G. J. "Gliss" Winter, Owner and Manager  
Nanaimo at Martin  
Dial 3800



1957 — 50 years  
of Telephone Service  
to the Fruit Industry . . .

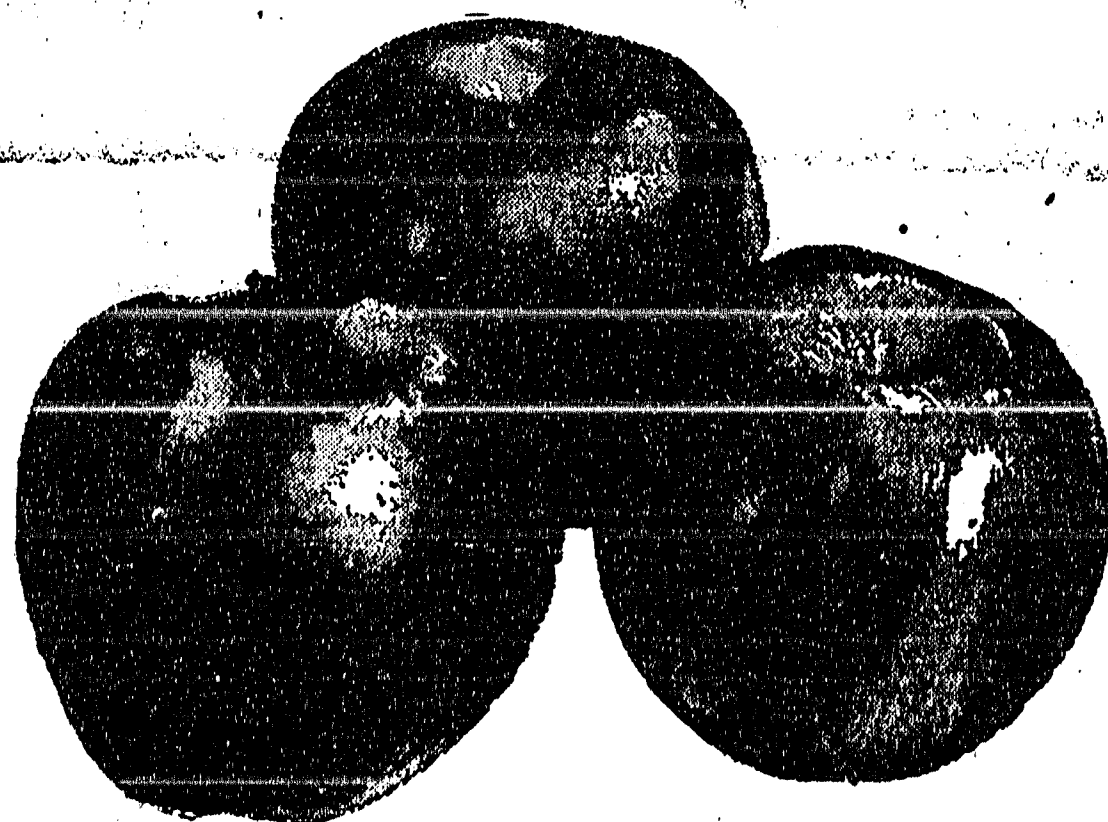
• The year 1957 is a major milestone in the history of the Okanagan Telephone Company . . . for it marks our 50th year of communication service to the fruit growing industry . . .

• Down through the years our aim has always been to provide the best in telephone service . . . and in keeping abreast of the many technical developments and improvements in this field, we have implemented a progressive modernization program to ensure all our subscribers of modern up-to-date Local and Long Distance telephone service.

• Our 50th, and successive years, will see a continuation of this pledge to the fruit industry . . . as evidenced by further progressive improvements to the telephone service throughout our system.



Okanagan Telephone Company



**YOU . . .**

ARE IN THIS PICTURE!

YES, MR. FRUIT GROWER, upon you depends the progress, health and beauty of our valley.

At this time of the annual convention with its reports, statistics, and market figures delivered by the officials of our great industry, perhaps we are apt to lose sight of the Mr. Average Fruit Grower, your neighbor and mine, upon whom in the final accounting depends the basic success and progress of the Valley. Teamwork, coupled with a real desire to produce the best possible product through season after season . . . herein lies the formula whereby the Okanagan Valley has, and will continue to be developed.



**THE SIGN OF DEPENDABILITY**

Serving the people of Penticton and  
District for the past 45 years.

Coal — Wood — Sawdust — Stone & Building Oil  
Sand — Gravel — Rock



## KEREMEOS NOTES

Annual reports were received at the regular meeting of Keremeos Women's Institute last week. Members are very interested in the proposed compilation of the Centennial cook book. Some recipes have been received and members are urged to give more than one of their prized recipes to the convener for inclusion in this better-than-usual collection of good things to eat.

Rhonda Miller, daughter of Mr. and Mrs. Ted Miller, is a patient in Penticton hospital.

A large attendance characterized the annual congregational meeting of the members of Keremeos United Church last week. Yearly reports of all branches of the church's activities were received and approved. The following stewards were elected: Mrs. E. Milloy and Mrs. D. Barnes, for three years; Mrs. M. Walters and Mrs. K. Scott, for two years; and Mrs. K. Clarke and Mrs. A. Sarge, for one year. Mark Roadhouse was elected trustee to replace J. A. Mackenzie who left during the year to reside in Vancouver. A social evening followed with refreshments provided by the ladies of the congregation served by a committee in charge of arrangements.

Mrs. E. C. Armstrong, Mrs. L. S. Coleman, and Mrs. J. D. Cornett were joint hostesses at the first of a series of card parties in aid of St. John's Guild recently. The affair took place in the newly completed rectory. Prize winners were: bridge, Mrs.

J. C. Clarke; whist, Mrs. E. Milloy; cribbage, J. M. B. Clarke.

At a meeting in the rectory, Keremeos, members of the committee of St. John's Anglican church met with the following members of St. Christopher's church committee at Osoyoos: Mrs. Eric Loehlin, Capt. C. A. King and T. G. MacLaughlin. They discussed plans for the operation of the newly-formed Keremeos-Osoyoos parish. Rev. C. S. Lutener and W. B. Pearson of Oliver were also present at the meeting.

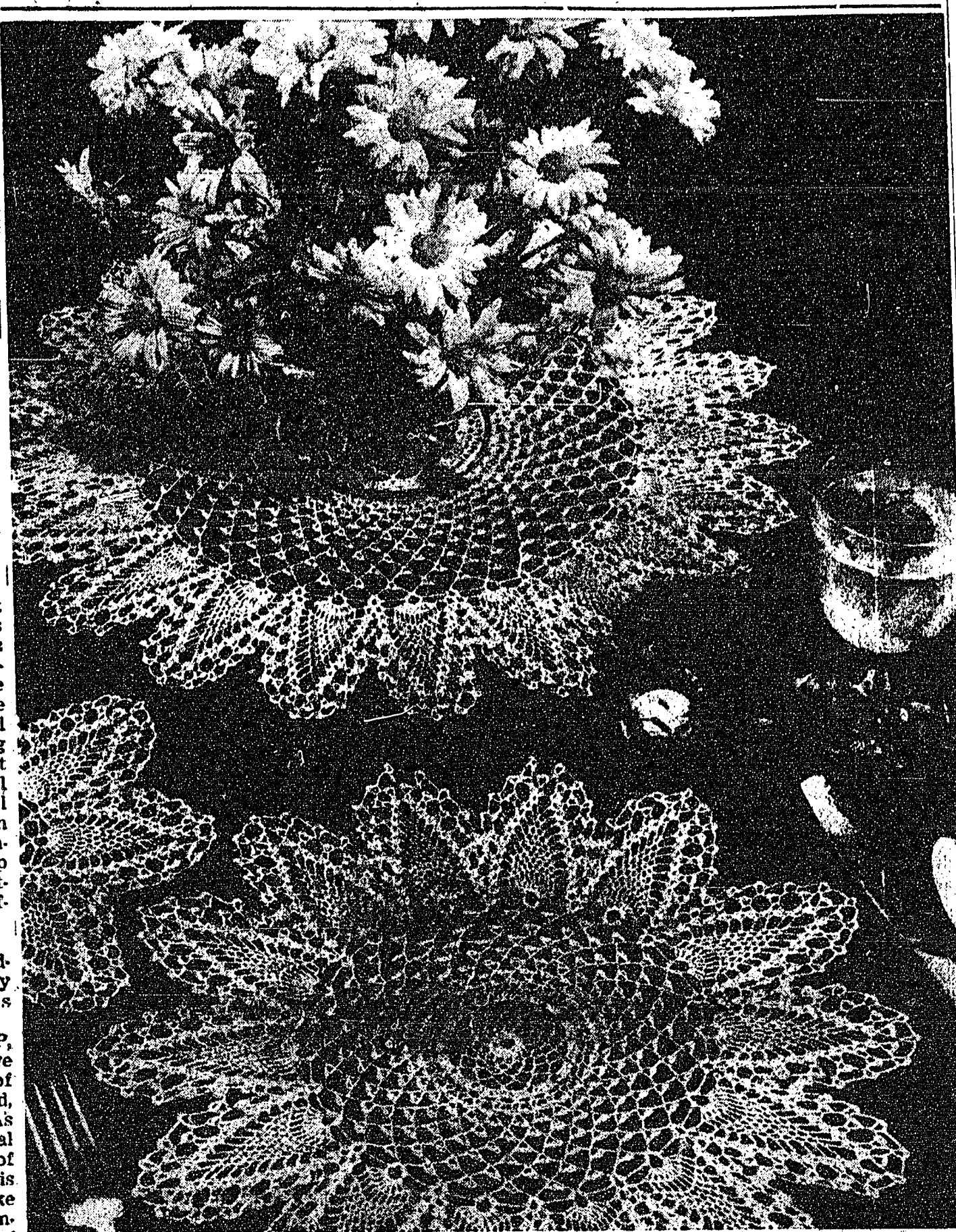
Many old friends from Keremeos attended the funeral of the late Mrs. Eliza Frampton, highly respected and much-loved pioneer of the Similkameen Valley, who lost her life in the tragic fire in Hedley, her birthplace. Many stories of her kindness to all who passed her way were heard as the old timers mourned her untimely passing at the age of 68.

Keremeos Players' group met during the week to discuss plans for the week to discuss plans for the year. This group has become somewhat depleted because of the moving from the district of a number of active members. Because of the small attendance, owing to conflicting events, it was decided to meet at the Similkameen high school on Tuesday, Jan. 29. Efforts will be made to procure as large an attendance as possible. Those interested in the work of the group are invited to attend the meeting, at which the election of officers will take place.

There was an excellent attendance at the general monthly meeting of the W.A. to St. John's.

The monthly meeting of OAP, Branch 65, which was to have been held on the afternoon of January 28, has been postponed, because of the cold weather. As this meeting will be the annual meeting at which the election of officers will take place, it is hoped that members will make an effort to be present. All members will be notified the date of the meeting.

## The Woman's World



**TABLE TALK** — Lovely table settings add pleasure to family gatherings or a party of friends. This crocheted set with pineapple design gives a lovely edging. Place a bowl of flowers on the centerpiece and candlesticks may be placed on the smaller doilies each side. If you would like to have the directions for making this set, just send a stamped, self-addressed envelope to the Needlecraft Department of this paper, requesting Luncheon Set, Leaflet No. C-7865.

## The Recipe Corner



**TARTS TRIUMPH AT TEATIME** — Especially when they are honey buttered tarts, glazed fruited-cheese tarts or Coconut cake tarts. Flaky butter pastry is the beginning in each case — gives them extra flavor appeal-better texture too.

## TARTS FOR TEA

Three new kinds for your teatime table, butter pastry gives them that speciality label.

Tarts and tea on a chilly afternoon... or later in the evening, round the fire... or just for dessert, but leisurely in the living room. Whatever the occasion, whatever form it takes, can you think of anything with much more appeal than a flavorful batch of tarts? We're suggesting three kinds today, not that you'll need to make them all at once, but you never know just when such a variety will come in handy.

Now some homemakers will still complain bitterly that tart-making (along with larger-sized pies) is their cookery Waterloo. Just as we suspected all along — it's the pastry that throws them off. But rest easy on this score, for the pastry for these tart triumphs just can't fail. It's so easy and rich and wonderful every time too, because it's made with butter, one of the dairy foods. Make it the

same way you make ordinary pastry, but use butter... for that golden brown glaze, that fanciful flaking and that flavor superb. Butter for its incomparable richness too... that will make tart-time so welcome.

Cake-tarts are our newest offering. Sounds as if we might have made an error in printing this for you, doesn't it? But we really mean cake-tarts, for into the tart tin, so trimly lined with flaky butter pastry, goes a spoonful of your favorite preserves, jam or jelly. Then spoon in ordinary cake batter and top with leathery coconut. Your oven does the rest of the work — browning them until they're ready to eat, and why not use the rest of the cake batter to make the most important part of cottage pudding or bake it into cupcakes that will do for tea when the tarts are done.

Glazed Fruited Cheese Tarts may sound as though lots of time's involved. But you'll be

amazed at the easy, easy steps for these tarts. Blending cream cheese with cream and spreading on the bottom of baked tart shells comes first (use our new recipe for flaky butter pastry). Then fill the shells with the fruit you've chosen from our list... and glaze, so simply, with currant jelly that's been melted over hot water. No cooking, no thickening, no baking — just fill in this easy 3-layer way, and serve the tarts for tea.

## FLAKY BUTTER PASTRY

(Makes 2 pie shells or 12 to 15 Tart Shells.)

2 cups sifted pastry flour

2/3 cup butter

3/4 tablespoon ice water

Measure flour and sift again. Cut butter into flour with pastry blender until fat is the size of small peas. Sprinkle water into mixture, one tablespoon at a time until mixture will hold together but is not sticky. Divide in half and shape into 2 balls. Chill before rolling.

## CAKE TARTS

(Makes 12 tarts.)

1 recipe butter pastry

1/2 package light cake mix

Jam or jelly

Shredded coconut

Line 12 (3 inch) tart tins with pastry. Place one rounded teaspoon of jam or jelly in each one. Fill to 2/3 full with prepared cake batter. Sprinkle top with shredded coconut. Bake in a hot oven (425 deg. F.) for 15 to 20 minutes.

## CREAM CHEESE AND FRUIT TARTS WITH GLAZE

(Makes 6 tarts.)

1 (4 ounce) package cream cheese

2 tablespoons cream

6 baked butter pastry tart shells

Fresh or frozen peaches, strawberries, blueberries or raspberries.

Blend cream cheese and cream. Spread on bottom of tart shells. Fill with desired fruit. Melt jelly over boiling water and spoon over fruit. Chill, garnish with sweetened whipped cream, if desired.

## LEMON TOPPING

1/2 cup evaporated milk, chilled

2/3 cup lemon juice

1 teaspoon grated lemon rind

2/3 cup sifted icing or fruit sugar

Whip chilled milk until very stiff. Add lemon juice and rind just to blend thoroughly. Fold in lemon rind and sugar. Chill until ready to serve. (Should hold up well from 45 minutes to one hour.)

Serving noodles for company? Place enough hot buttered noodles to serve four with 1/2 cup of large curd cottage cheese, 1/2 teaspoon of ground chili seed, and 1 or 2 teaspoons poppy seeds.

## Many Gains Made In Behalf Of Children During Past 30 Years

(Editors Note: The following dispatch was written by the woman who retired Jan. 1 after long service as chief of the Children's Bureau of the U.S. Health Department of Health, Education and Welfare.)

BY MARTHA H. ELIOT  
Written for United Press

WASHINGTON — (UP) — Some wonderful advances for children were made by the nation during three decades with the Children's bureau.

Today's baby, on the average, can look forward to reaching his 70th birthday. Thirty years ago the life expectancy was 55.

Infant death rates have been cut two-thirds.

Common infectious diseases — smallpox, diphtheria, whooping cough, and the like — today seldom kill a child. In the 1920's, they killed thousands.

Now we can pay attention to the serious crippling conditions are being made in preventing and treating these.

Paralytic polio was practically nonexistent in 1956 among children who had three shots of the Salk vaccine.

By early treatment of strep throats with antibiotics, we can now prevent rheumatic fever — one of the three major causes of heart disease.

**EPILEPSY CONTROL**

With better controls in the use of oxygen for prematurely born babies, we can now have 1,000 fewer blind babies each year.

Miraculous surgery can now be done to correct the hearts of "blue babies".

Very small children — even as young as 18 months — can now be fitted with hearing aids.

Child amputees can now have much more workable artificial arms and legs.

We have drugs that can control seizures in 80 per cent of the children with epilepsy.

One type of cerebral palsy has been identified and ways are being found to prevent it.

Thirty years ago, when keeping babies and children alive was our biggest health problem, as a nation we had little time to explore why so many were born with serious defects.

Now the great problem we are facing up to is how to prevent babies from being born prematurely or born with such handicaps as congenital malformations, epilepsy, cerebral palsy or mental retardation.

Already our scientists are making important discoveries. They have identified, for instance, at least 70 possible causes of mental retardation.

**SENSIBLE IDEAS**

Happily, we have come a long way from the rigid by-the-clock feeding and let-him-cry theories of baby care of the 1920's. We have outgrown the equally extreme rule of the 1940's to "let the baby be the boss".

Today's parents take a sensible middle position.

Three decades ago, we used to think a child was normal if he was like the average for his age group. Now, we know that wide differences can be normal.

Then we worried ourselves sick if a five-year-old sucked his thumb, and we strapped his hands at night so he couldn't. Now we have sense enough not to worry about childish behavior problems unless they are actually interfering with his development — rather than with our rigid standards of what's right.

As a nation, we have always believed in the family, but we are far wiser today in an essential for children, and why helping parents to provide such a life should be first responsibility of government and private citizen effort.

Both research and experience have amply demonstrated that the bodies and minds and spirits of children grow best when they have the affectionate attention and nurture of their own parents or of the best substitute parents that can be found.

We don't think institutions are the place for all orphaned or neglected children anymore. Instead, our social services work with parents before homes break up, or find foster family care when that is necessary, or place older children who need group care in the right kind of institution.

**RESEARCH AND PRACTICE**

We have accepted the principle that no child should be separated from his own family simply because of economic reasons.

Our programs of Aid to Dependent Children and of Old-Age Survivors Insurance help to keep

children and families together.

Most importantly, we no longer believe that children are a bundle of arms, legs, head, and other parts, but whole people; and that unhappy feelings can make bodies sick; just as sick bodies can make for unhappiness.

That's why the Children's Bureau has come to have a staff of many different kinds of specialists, to work across the board on children's problems; doctors, nurses, social workers, sociologists, and others, all teamed together, all helping to improve the services children get in their communities, all advising on the kind of fact finding the Children's Bureau does. As secretary Folson has said:

"In the Department of Health, Education and Welfare, we are great believers in the principles that research and practice should go hand in hand."

The Children's Bureau's part in the very real gains that have been made for children in our nation during the past 30 years has been modest indeed. But its staff has always given and hopefully always will give leadership to improving life for children.

## OKANAGAN FALLS

The Okanagan Falls Women's Institute held its first meeting of the new year last Tuesday in the WI club rooms with Mrs. E. Thomas in the chair.

Business of the evening included a discussion on the centennial cookbook, with this district being responsible for jams and preserves. Mrs. Phelps and Mrs. E. Thomas are in charge of gathering data for the agriculture and social welfare section, also for historical facts of Okanagan Falls, which will be included in the cookbook. Mrs. W. Newcombe was appointed representative on the recreation commission advising board. The evening concluded with the serving of refreshments.

Valerie Sinclair is home again after being a patient in the Penticton hospital for nearly two weeks.

Executives of all organizations met last week in the WI club rooms to elect a local centennial committee. Those elected were: Emory Scott, chairman; Ken Travis, secretary; Mrs. Maud Webster, Mrs. Phyllis Robinson, Mrs. M. Hall, Harry Webster, Jim Sinclair, Maurice Thomas. A public meeting will be held on February 14 when there will be further discussion on a permanent centennial memorial.

Mr. and Mrs. Bob Manning are the proud parents of a baby girl born on January 12.

Mr. and Mrs. Emory Scott have returned after spending the past three weeks in Vancouver and California. On their return journey they were accompanied by their daughter, Mrs. Douglas Pichette, and her baby daughter.

## Recipe

## FROZEN CHOCOLATE CUSTARD

(Makes 6 servings)

1/2 cup sugar  
1 square unsweetened chocolate  
2 eggs, separated  
1/3 cup evaporated milk  
1/2 teaspoon vanilla  
2/3 cup evaporated milk, chilled  
1/2 cup cold

Melt chocolate in top of double boiler. Mix in sugar. Stir in slightly beaten egg yolks; then the 1/3 cup milk. Cook over boiling water until thickened, stirring constantly. Cool. Add vanilla. Beat egg whites until stiff but not dry and fold into the custard mixture. Whip the 2/3 cup milk until very stiff. Fold into the chocolate mixture quickly and thoroughly. Freeze immediately in freezing tray.

Always hang synthetic fur on wide hangers free from heavier clothing; do not use wire hangers.

by  
test  
the  
best



**MALKIN'S**  
family  
of  
fine  
foods

## Delicious!

Serve warm, generously buttered... a delicious tea-time treat. If you bake at home there's never a failure when you use dependable Fleischmann's Active Dry Yeast!

## ALMOND TWISTS

1. Measure into bowl  
1 cup lukewarm water  
2. Measure into bowl  
1/2 cup finely-crushed cracker crumbs  
1/2 cup blanched almonds, finely-ground  
3. Measure into bowl  
1/2 cup granulated sugar  
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29. Measure into bowl  
1/2 cup granulated sugar  
30. Measure into bowl  
1/2 cup granulated sugar

NEEDS NO REFRIGERATION



planning for  
**BACON!**  
make sure of the best

**UNION**

For the Finest  
Protein Breakfasts  
You Can Serve

At leading  
Food Stores \*SUGAR CURED

**ROYAL CITY corn**

Whole Kernel Style

Tender young ears; expertly raised near Chilliwack, are swiftly shucked and shorn, to retain all the natural flavour of each and every corn kernel

**Make these simple POTATO SCONES tomorrow!**

Combine 1 well-beaten egg, 1 c. cold mashed potatoes, Blend well with a fork, then blend in 1/2 c. milk.

Make a well in dry ingredients and add potato mixture. Mix lightly with fork, adding milk if necessary to make a soft dough. Knead for 10 seconds on a lightly-floured board.

Sift together into bowl 1 1/2 c. once-sifted pastry flour or 1 1/2 c. once-sifted all-purpose flour, 5 tsp. Magic Baking Powder, 3/4 tsp. salt. Cut in finely 1/2 c. chilled shortening.

Divide dough into 3 parts and pat each part into 3/4-inch thick round. Mark each circle into quarters with the back of a knife. Place on greased cookie sheet. If desired, brush scones with milk and sprinkle with sugar.

Bake in hot oven, 425°, 18 to 20 minutes. Yield: 12 scones (3 rounds).

You get lighter, more delicious baked goods because Magic's steady, even rising action brings out all the best in all your ingredients. Buy MAGIC Baking Powder today.

**MAGIC BAKING POWDER**

Costs less than 1¢ per average baking



## \$57 Million Tax Payment Set For B.C.

OTTAWA, Jan. 22, (BUP) — British Columbia would receive \$57,395,000 under the federal provincial tax agreements in the coming fiscal year, it was revealed Tuesday in Finance Minister Walter Harris' spending estimates.

The \$39 million for Quebec is that province's equalization payment under the act passed by parliament last year. All provinces get the basic payment, whether they enter the tax-sharing agreements or not, to bring the per capita income of the less wealthy provinces up to the average per capita income of the two wealthiest provinces Ontario and British Columbia.

The \$196 million for Ontario is that province's adjusted share of the federal treasury, due to be renewed April 1. The agreements can be signed later, however, and the payments from the federal treasury will be made retroactive.

The figures listed in Harris' list of appropriations were drawn up on the assumption that all provinces would sign the new tax-sharing arrangements contracts, except Quebec.

One large steel company burns enough petroleum fuel in one year to heat a five-room house for 380 centuries.

**WE'VE GOT THE CARS!**  
AND THE LOWEST PRICES!  
**Grand Forks Garage CO. LTD.**

## Processors' Sales

Continued from Page One  
new products had been proven from the standpoint of both production and sales. Factory capacity was too low, however, for processors to be of much assistance in the event of surplus apples, particularly peaches. Furthermore, it was not practical to handle more than one commodity at one time.

During that part of the season when summer apples, apricots and peaches coincide, it is most important that production lines be operated at full capacity on a multi-shift basis, and that different fruits be run concurrently. To obtain this result required new lines and several larger items of equipment. This in turn necessitated more factory floor space. This equipment included a unit designed to remove the skins from peaches at a relatively high rate of speed by combined chemical and mechanical action.

As this was the first unit of its kind in Western Canada and as its successful operation requires experience, full capacity could not be expected at the outset. Problems of co-ordination also attended major alterations in the factory lines. In view of the foregoing and the critical time factor that generally accompany emergencies in highly perishable commodities, management recommended that the program proceed.

During these earlier days of the company's growth, expansion was predicated on immediate need. In later years this has been replaced by long range planning, as far as proven ground permitted. Thus the recent additions to factory buildings have represented units of an ultimate, projected to the possible needs of the future. Decisions regarding selection of equipment and the design of production lines are made by the technical staff of the company in consultation with the Fruit Products

Laboratory and the engineering departments of allied industries, thus ensuring sound investment. In affairs of business B.C. Fruit Processors seeks to follow patterns of established good practice. Due to the unique obligations of the company, however, standard ratios of capital investment to sales, or working capital to production, provide little guidance. It must, therefore, be considered not only as a straight line manufacturing concern, but also as an insurance policy.

As the activity of the company in relation to apple cider has received fairly wide publicity, a review of the project to date is considered unnecessary. Conclusions reached in earlier studies that English type cider cannot be made from desert varieties and that cider cannot be economically distributed in bottles, have not altered.

Our project this season was predicated entirely on the assumption that a cider could be developed to fit the Canadian palate and that it could be marketed in a tin can. The Fruit Products Laboratory in Summerland, having complete technical files on methods used in Britain and former endeavors in Canada, undertook the work of development and experimental production under the direction of F. E. Atkinson.

Although the limited market test made last summer cannot be considered conclusive, important technical progress was accomplished. In the light of results to date, Processors' Board of Directors have authorized installation of a pilot line and a limited commercial pack of cider this year, subject to ratification by the new Board.

B.C. Fruit Processors' entire record of achievement has been based on an active program of exploration and development of new products. There has been no hesitation in moving with optimism and determination when favorable indications appeared. At the same time, caution has been exercised where doubt existed.

Both the board and management are acutely aware of the problems attending an increasing surplus of Delicious processing apples and the importance of finding a new outlet for this variety. But neither is yet convinced that cider is likely to revolutionize the B.C. fruit industry. These opinions are not based on anticipated difficulties of production or marketing but on the economics of the cider industry in England.

Although "cull returns for 1955" were lower than expected by many, the average earnings compare very favorably with those received by growers elsewhere in Canada and the United States in spite of the heavy burdens carried in storage and bank interest costs.

Furthermore, management feels that the company has successfully met the threat of serious competition of low priced merchandise from Eastern Canada in recent months.

While it is still too early to predict the outcome for the current year, our sales experience to date and the indicated prospects for the balance of the marketing season lead us to believe that our position will be a sound and satisfactory one.

## Farrell - Johnson Area Master Plan Opposed

Strong objection to the proposed master plan for the Farrell street-Johnson Road area was voiced at Monday night's council meeting by former Alderman J. W. Johnson.

Accompanied by his legal representative, Edgar Dewdney, he attended the session to press his point.

"I cannot believe council will consider this plan," Mr. Johnson said. He affirmed that it would lose him a considerable amount of land and would, in addition, spoil the balance of his property.

He quoted from part of provincial legislation covering it, and then asked that the city clerk read certain Municipal Act and Town Planning Act clauses. It was subsequently explained to him that the clauses quoted give the council power to lay out master plans for areas within the city.

"I've never been approached regarding this proposal, and I consider it to be rank discrimination," Mr. Johnson stated. "I will not and I cannot accept this plan, no matter what it costs me," he stated.

Acting Mayor Elsie MacCleave told Mr. Johnson that Alderman E. A. Titchmarsh had refrained from participation in the discussion regarding the proposal. Alderman Titchmarsh's property is

ited in with the proposal for the area master-plan. As had been his practice whenever the plan came before council, he sat out on the sidelines on Monday night and did not enter into the debate in any way.

Alderman J. G. Harris asked Mr. Dewdney if he considered council had the right to proceed with master plans. Mr. Dewdney replied that he would not enter into the discussion of that matter as it would not be fair to his client to do so.

Alderman H. M. Geddes said that it is now general practice for council to adopt a master plan for an area.

Alderman F. P. McPherson said that he had had occasion, when Mr. Johnson was on the council, to deal with council on a subdivision but had then been referred to the city clerk. For this reason he had asked that the proposed master plan in this case be tabled until it had been studied further.

"I'm sure there has been no discrimination in this case," said Alderman McPherson.

Mr. Johnson was invited to present his case to the town planning commission, which will have to deal with it before the master plan is finalized.

## RCMP To Start Rigid Traffic Enforcement

VICTORIA, (BUP)—Assistant Commissioner C. W. Harvison, chief of the Royal Canadian Mounted Police force for British Columbia, said in Victoria Tuesday that his rigid traffic enforcement program will be launched "about mid-March."

The RCMP's sharply-increased crackdown on motorists will be in the form of "prosecutions — our chief tool in combating traffic accidents," says Harvison.

He says the move will mean more ghost cars — unmarked police cars — and additional patrols on the highways.

The concentrated bid to rid the roads of unnecessary accidents has already begun, with 11 RCMP officers in charge of traffic units in B.C., currently attending a week-long conference in Victoria.

The officers are studying methods of traffic enforcement now in use, uniformity of operation throughout the province, distribution of traffic squads and other important enforcement matters.

Outstanding single facet of the stronger safety drive is a "special traffic control zone" plan, which has never before been employed anywhere else but on which the RCMP has been experimenting for the past month.

A well-marked and publicized entrance to the zone will have uniform men recording licence numbers of cars entering the zone. The numbers and times of entrance are radioed to men at the exit point.

If a vehicle goes through the zone in a time which means it exceeded the speed limit, the driver will be stopped and prosecuted.

Feature of the plan is that, although the entrance to the zone is clearly evident, the exit is secret, and could be one, 10 or 100 miles away.

The zones' location and lengths will vary from day to day.

## Preventive Work Stressed By Child Guidance Clinic Here

A two-day visit to Penticton was made on January 15 and 16 by the child guidance clinic travelling team.

This team is part of the provincial child guidance clinic in Vancouver and is made up of a psychiatrist, two psychologists, a public health nurse and a social worker. The team travels throughout the Mainland of B.C. examining children who have had problems in adjusting to their surroundings or have unsatisfied inner needs.

Children are referred to the child guidance travelling clinic by local health and welfare personnel, through parents, teachers, social workers, public health nurses and physicians.

From their experience the clinic team is of the opinion that preventive work with behaviour and personality difficulties of children should start as early in the child's life as possible and to be most effective there should be cooperation between parents, schools, social and health agencies. It is most important to detect and treat children's difficulties at a stage when actual treatment in the community is possible and community resources can be used in a preventive way.

The child guidance travelling clinic is operated by the provincial government through the mental health services. There are two central clinics located in Vancouver and Victoria and from these two centres the travelling clinics cover the rest of the province.

## Parking Bylaw Change Proposed

A change in the city parking bylaw applying to the one-hour zones in non-metered areas will be made, city council decided Monday night.

Under the law as it exists, if a car is moved only a foot, the owner may then continue parking in that spot for a further hour. He has "moved the car" in terms of the measure. Under the proposed change he will be required to move it at least one full parking-space.

Marking-out of spaces in the hour-limit zones will also be considered by council.

THE PENTICTON HERALD, Wed., Jan. 23, 1957

MESSANA, N.Y. — (UP) — winter for 1956-57. He said muskrat St. Regis Indian chief Mitchell rats have built their houses big George predicted a long, hard and the racoons have long hair.

## Wanted: Man over 45

WHY SETTLE FOR LESS THAN

\$14,000 in a YEAR

The days are gone when a "few thousand" a year salary was enough for a man to take care of his family, buy a new car, and "sift some away for the future." If you are a middle-aged man who has reached the "ceiling" on your earnings and now want to make good in a new field, we can make you a fine offer to join our organization, where top men are paid up to \$22,000 in a year. Incomes listed are exceptional.

Our volume is expanding at a terrific rate. We have an opening in the Penticton area for a man over 45. The man we want must be high grade (not high pressure), ambitious and sincere. Earnings are paid in advance, no investment is needed, no collections, no deliveries. Write a personal letter to our PRESIDENT, Dept. E-11, P.O. Box 1373 Fort Worth 1, Texas.



## 15 DAYS IN EUROPE

- Low Excursion fare saves you \$97.00 — leave any day of the week, stop over enroute across Canada, and then spend 15 days in Europe.
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See your Travel Agent or call TCA in Vancouver at TAdlow, 0131.

656 Howe St. (opp. Georgia Hotel) 732 Burrard St. (Lobby Hotel Vancouver).

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## WHY NEW FARGO TRUCKS are sound buys for every hauling job!



1. Fargo's new Forward Look styling—with distinctive hooded headlights—is functional as well as handsome. Its windshield (largest of any truck) gives you 1,023 square inches of vision area for greater "see-safety". Its optional wrap-around rear window adds extra vision area, too! Half-ton models, like the D100 express above, are available with exclusive push-button automatic transmission.
2. New high-compression, short-stroke V-8's are the most powerful in Fargo history—up to 232 h.p. And Fargo's exclusive full-opening hood allows the most elbowroom for servicing. Saves time, money.
3. Exclusive dome-shaped combustion chambers in Fargo V-8's get more GO out of every gallon, make "regular" gas fire like premium, minimize power-robbing carbon deposits. Fargo Sixes are extra thrifty, too.
4. Fargo's new comfort cab has a 5-way adjustable seat; extra roominess, centre-located dispatch box, many other features! Independent parking brake adjusts from inside cab without tools or trouble.
5. Fargo offers a complete range of husky models to meet every hauling requirement.



Fargo trucks range from 4,250 lbs. to 46,000 lbs. G.V.W., and up to 85,000 lbs. G.C.W. Many with greater capacities. Frames and other chassis components are built stronger than ever, too.

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SEE YOUR FARGO DEALER, TODAY! Choice of 19 wheelbases; V-8 or 6 power; full range of models!

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**THREE GABLES HOTEL**  
Penticton

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**Best Wishes**

to delegates and visitors attending the

**68th ANNUAL CONVENTION**

of the

**BRITISH COLUMBIA FRUIT GROWERS' ASSOCIATION**



**THREE GABLES HOTEL**

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**CONGRATULATIONS.**

And Success

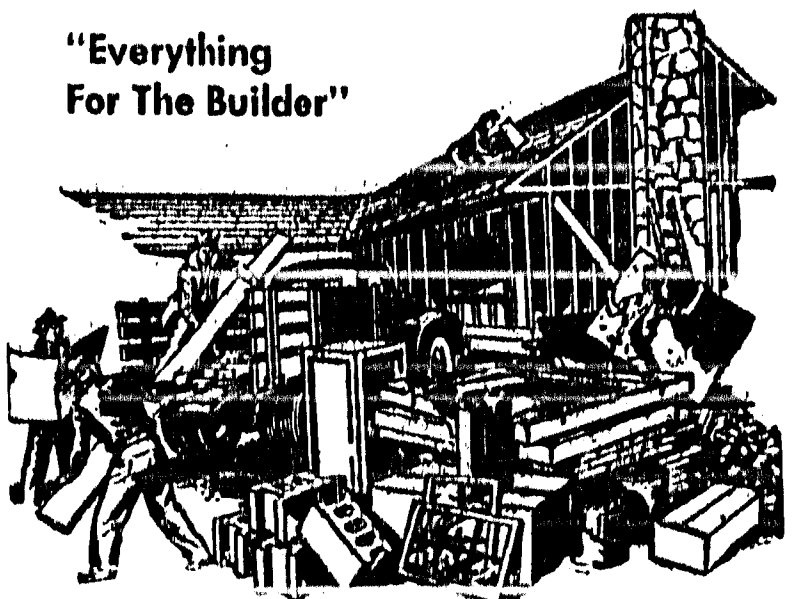
To The

**B.C.F.G.A. CONVENTION**

We are proud of the fact that we have supplied "Everything for the Builder" to many local B.C.F.G.A. growers for over 25 years and trust to keep doing so for many years to come.

**Long's Building Supplies Ltd.**

"Everything For The Builder"



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## Presents Survey Report On City Arena Roofing

The roofing problem at the Penticton Memorial Arena was again placed before council Monday night.

Building Inspector George Corbin presented a brief preliminary report of the survey made by W. K. Noppe, architect who designed the structure.

"This report indicated that considerable work will have to be carried out before any permanent re-roofing of the building can be undertaken."

Mr. Corbin said that a full report on the problem would be forthcoming from the architect within a few days.

The building inspector said Mr. Noppe had indicated that still further shrinkage of the two-inch tongue and groove material sheathing the roof would occur.

This shrinkage was due (1) to the fact that at the time the arena was built it had been practically impossible to get fully seasoned lumber; (2) to the interruption by the carpenters' strike, and the necessity for getting the building completed in time for the first season of hockey.

Mr. Corbin advocated the use of batts and a covering that would support the new roofing. This might act to prevent further leakage, he said, while giving the main roof play for shrinkage without harm.

He added that the architect would recommend that tests be made of the arches by the manufacturer, but that they appear to be in excellent condition. A number of other recommendations for improving the building will be listed in the coming report.

## Federal Public Works To Cost \$175 Million

OTTAWA, (BUP) — Federal public works across the nation in the coming fiscal year will cost an estimated \$175 million, nearly \$2 million more than in the current year.

This was disclosed Tuesday in the 1957-58 appropriations tabled in the Commons by Finance Minister Walter Harris.

The public works section listed the estimated expenditure for 1957-58 as an increase of \$1,092,007 over the 1956-57 total.

Canada's share of the cost of international and interprovincial bridges also fell by \$715,000 from \$740,000 this year to an estimated \$25,000 for 1957-58.

The Trans-Canada highway grant for construction through national parks fell \$1 million, but the grants to provinces to close the gaps on the highway, according to recent federal-provincial agreements, will be increased by an estimated \$10 million from \$20 million.

## ROLLS HIS OWN

BRAINTREE, Mass., (UP) — For the past 10 years, Philemon Tardiff, now 80, has grown his own tobacco and rolled his own cigars. During that period he figured he has harvested the makings of nearly 200,000 cigars from his little tobacco patch.

**Itch..Itch...!** We have the best use of medicine, nothing better than this. Itch..Itch...! We have the best use of medicine, nothing better than this. Itch..Itch...! We have the best use of medicine, nothing better than this.





# I Wouldn't Shop Anywhere but **SUPER-VALU** FOOD STORES

*You just can't beat their prices and quality*

Compare, item for item — and you'll agree, Super-Valu shopping is thrifty. Quality comes first and still you save! All the famous brands homemakers prefer are displayed for convenient shopping. Meats are always Grade A . . . fruits and Vegetables always garden-fresh. And pennies saved on every item help balance the budget.

## Canned Foods

<b>Spinach</b> Nabob - 15 oz. Tin	2 for 31c
<b>Tomatoes</b> Hunts - Stewed	15 oz. Tin 21c
<b>Sardines</b> Brunswick	3 for 29c
<b>Sockeye Salmon</b> Nabob	1/2-lb. Tin 49c
<b>Corned Beef Loaf</b> Boston	12 oz. Tin 35c
<b>Meat Spreads</b> Puritan - 3 oz. Tin	2 for 29c

## Breakfast Foods

<b>Bran Flakes</b> Kellogg	14 oz. pkt 28c
<b>Cream of Wheat</b> 5 Minute	Large Packet 32c
<b>Vita B Cereal</b> Ogilvie	36 oz. Pkt 35c
<b>Oats</b> Ogilvie Quick	48 oz. Pkt 39c
<b>Shredded Wheat</b> 12 oz. Pkt	2 for 39c
<b>Wheaties</b> 12 oz. Packet	28c

## Beverages and Juices

<b>Tea Bags</b> Nabob Green Label	package of 100 99c
<b>Coffee</b> Nabob	1-lb. bag \$1.20
<b>Coffee</b> Nabob Instant	5 oz. Jar \$1.45
<b>Ovaltine</b> Plain or chocolate	12 oz. jar 89c
<b>Pineapple Juice</b> Libbys	48 oz. tin 32c
<b>Grapefruit Juice</b> Libbys	90 oz. tin 2 for 35c

## Items You'll Need

<b>Soups</b> Campbell's Chicken Varieties	2 for 39c
<b>Bread</b> Martha Laine - 24 oz. Family Size	2 for 39c
<b>Marmalade</b> Nabob	24 oz. tin or jar 38c
<b>Cheez Whiz</b> Kraft	16 oz. jar 65c
<b>Serviettes</b> Nook Naps	2 for 33c
<b>Toilet Tissue</b> Westminster	4 for 43c

## ★ Margarine Parkay

2 lb. pkt 71c

## ★ Corn (Whole Kernel)

Kountry Kist 14 oz. Tin 2 for 29c

## ★ Tomato Juice

Libbys Fancy - 20 oz. Tin 2 for 33c

## DARES

Caramel Cream Biscuits  
16 oz. Cello 39c

## FIVE ROSES

Chocolate Cake Mix  
2 pkts 49c

## BREEZE

Blue or White,  
5c Off Large Pkt 40c

## Robin Hood Flour

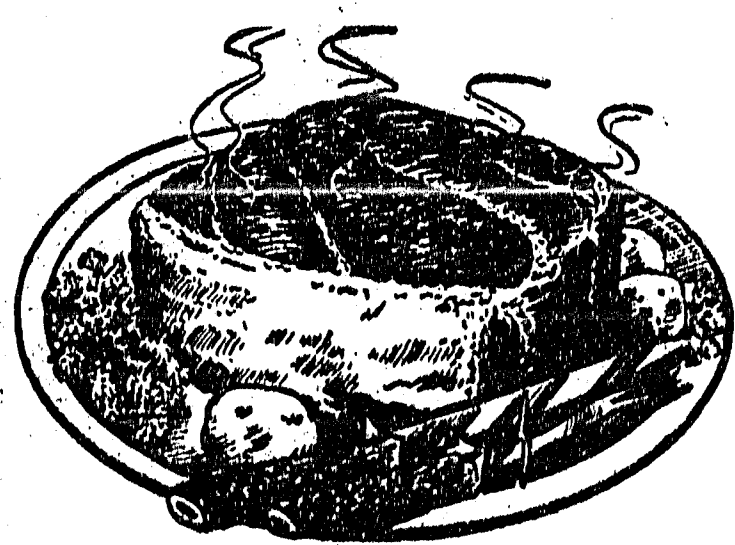
50-Pound  
Paper Bag \$3.29

## HEINZ

Baby Foods - Strained or Junior - 5 oz. Tin  
6 for 59c

## JAVEX BLEACH

32 oz.  
Bottle 27c



## Blade Roast

Grade A Red Brand Beef  
Blade Bone Removed Lb. 53c

## Leg of Lamb

Government Inspected Lb. 69c

## Rump Roast

Boneless - Grade A  
Red Brand Beef Lb. 69c

## Fresh Pork Picnic

Whole or  
Shank End Lb. 43c

## Bologna

By The Piece Lb. 29c

## Sliced Bacon

Kindless - Budget Brand 1/2 Lb. 33c



## Cauliflower

Snowball - Large White Each 29c

## Mushrooms

Snokist 6 oz. cello pkt 29c

## Lettuce

Iceberg - Large Each 19c

## Potatoes

No. 1 Oregon 50-Lb. Bag \$1.89

## Green Beans

Florida Lb. 29c

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Friday 8.30 a.m.-9 p.m.  
Saturday 8.30 a.m. to 6 p.m.

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# Processors Turned Cull Apples Into Grower's Asset - - DesBrisay

The development of B.C. Fruit Processors Ltd. turned cull apples from a grower's liability to an asset, president A. G. DesBrisay said in his report to the B.C. Fruit Processors convention underway here.

Mr. DesBrisay outlined the history of the processing company and its functions.

His report is as follows:

Comment from some grower quarters during the past several months regarding B.C. Fruit Processors and its affairs, has caused its board of directors to question whether the history and purpose of the company are as widely known and understood as may be desirable. I would like to review briefly some of the more fundamental aspects of its development.

Prior to the last World War, cull apples had little or no value and with few exceptions were a straight liability to both growers and shippers. The full costs of handling were absorbed in the packing charges. The culls which were utilized brought little more than cost of hauling from the few processing plants then available.

Just prior to the war some limited interest in cull apples appeared with the development of canned apple juice. Later, when the demand for food and beverage items added further stimulus to activity in the field of by-products.

By 1945 four plants had come into existence and were utilizing approximately 50 percent of the total quantity of culls. Three of these enterprises were owned by packinghouse co-operatives and all operated primarily to the advantage of the plant owners.

The grower body, which had become increasingly aware of what was widely considered to be an unequitable situation, set up a committee at the 1945 convention, whose findings resulted in the formation of B.C. Fruit Processors Limited.

The company has grown to the largest of its kind in Canada, with plants and facilities valued at over one and a quarter million dollars.

The four plants, located at Woodside, Kelowna, Summerland and Oliver, were paid for with money borrowed from the bank against first mortgage debentures secured in the assets purchased.

This loan was repaid during the first five years with amounts deducted each year from the net earnings from culls processed. These reductions were covered by certificates of indebtedness issued to growers as deferred payment. During this period \$768,277.05 was paid in cash to the growers through their shippers and \$367,005.11 was repaid for them in the assets of the company through the certificates.

**SUMMERLAND PLANT RAZED**

The Summerland plant was lost by fire in 1947 and was not rebuilt. In anticipation of the need for greater capacity to meet probable increasing diversions of surplus commercial fruit, the factory built originally by Okanagan Fruit Juices Ltd., in Kelowna was purchased when it became available in 1948, with funds provided by the BCFGA and requisitioned from the Fruit Board.

The capital so provided appears in our statements as a deferred liability and is secured by debentures issued to and held by the B.C. Fruit Growers Association.

The adoption of the Processing-Pooling report by the 1951 convention placed B.C. Fruit Processors Ltd. on a new basis, not only as to primary objective, but also in matters of capital structure and returns.

The company's first responsibility since that time has been to commercial diversions, with a secondary objective of utilizing whatever proportion of the cull accumulation that plant, market or financing capacities may allow. Earnings from both cull and commercial categories are returned directly to the apple pools.

All of the original outstanding certificates of indebtedness have now been redeemed. The first series of bonds will be called for redemption on August 31 of this year.

When inspecting the company's factories today, it is rather difficult to associate them with those taken over in 1946. They had been established by the original owners on a shoestring and had grown up during a period of limited availability of materials and equipment.

When acquired they were wholly inadequate to handle even the total accumulation of culls. The policy adopted by the board was to bring both buildings and equipment up to a standard consistent with, and necessary to, efficient operation as quickly as the financial position of the company would allow.

Continued growth and expansion of the business, development of new processes and improvement of old ones, have required a relatively heavy schedule of capital expenditure.

The heaviest burden has risen directly as a result of instructions from the 1953 convention to seek solutions to problems of looming surplus in soft fruit crops. Cost of the initial exploratory program was borne by the industry through special funds provided by the BCFGA.

The second phase of movement into limited commercial production and market testing in a fairly wide variety of entirely new products, has been carried by the company.

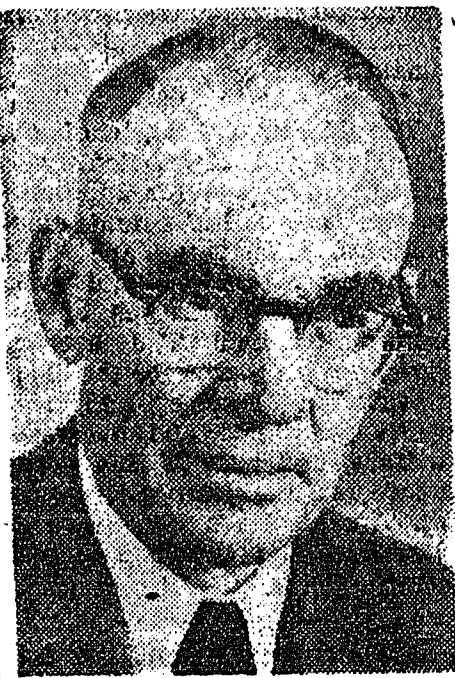
A third phase consists of increasing factory capacities to a point where stone fruits can be utilized in sufficient volume to make a substantial contribution towards the relief of surplus. An important contribution in this regard was made this year with prunes, which otherwise would have been dumped. We had reached this point last year.

To embark upon this third objective, required heavy investment, not only in additional equipment but in further extension of factory space to accommodate it.

**POSSIBLE 1957 SURPLUS**

In view of the possibility of surplus in the 1957 crop and the opinion of management that one season would be required to bring the new line into full operation and balance, the board considered it wise to proceed with the expansion program in spite of suspected crop and tree injury at the time authorization was required.

The importance of this decision will not be made fully manifest until the next harvest, but in the interim the interest in the forward investment, should it prove so to be, is being offset by rapid advances in costs of building and equipment.



A. G. DesBRISAY

The policy of the board has been that of encouragement to management to provide the latest and best when designing or purchasing equipment, as early experience had shown that anything less, generally proved to be the most expensive and the least efficient in the long run.

Coupled with this the board has endorsed a program of full mechanization and automation wherever applicable. A study of unit costs over the years will show how successfully the increment for direct labor has been controlled in the face of advancing wage rates.

Finally, the company policy has been to pursue investigation and research into new methods and processes. The industry may share with pride the record of the company in this regard.

The board has appreciated the support it has received from the grower body and interpreted the authorization to increase our capital structure at last year's convention as an endorsement of its policies. We are also conscious of the fact that in the effort to keep abreast of our responsibilities we have depleted our working capital to the point where further major investment may have to be deferred until such time as the financial position is restored under the increased capitalization.

There are prospects in current research which carry such promise of success, however, that it may be difficult for the incoming board to hold the line entirely on further investment.

The difficulty of accounting to pools before liquidation of inventory was again borne out this year.

When sales were finally closed off, net earnings on apples processed from the 1955-56 crop amounted to \$654,143.70, or an average of \$20.51 per ton.

Bearing in mind the quantity of fruit utilized in the face of heavy carry-over of manufactured goods from the previous year, the fact that all offerings were accepted regardless of variety, condition, size or location, and that a highly competitive market situation existed throughout most of the season, we feel that the company record was fully commendable.

In retrospect it ultimately would have proved more realistic for a value of \$25 per ton to have been given for pool closing, which would have provided culls with something just over \$15 per ton. In view of the difficulty of calculating true value half way through a marketing season, the board believes that the apparent error in judgment will be understood.

**MISUNDERSTANDING**

Some current resolutions seem to indicate that there is still misunderstanding of the value of B.C. Fruit Processors Limited to the individual grower.

The first source of error is the tendency to associate processors' returns with cull charges. We submit that there is no relationship whatsoever, outside of the use of assembly and transportation and return of empties.

Had it been practical for processors to account directly to the grower from the outset, cull charges would be recognized as part of packing cost and it is unlikely that this confusion would exist.

It can be conservatively stated that the bulk of commercial diversions consists of fruit for which no market exists. The costs of growing, picking, hauling and sorting are all incurred before processors enter the picture.

Whatever processors earn is therefore net gain as far as the grower is concerned. The same, of course, applies to culls.

During the decade of its existence, including certain early years of earnings much below normal, this company has returned \$3,814,418.90, or an average of \$17.91 per ton, plus depreciation reserves, which have for the most part been reinvested in the business. This does not take into account any credit or indirect accrual to the better grades which removal of this unwanted merchandise from the market may have reflected.

Neither can there be any basis for comparing returns from pro-

## Council Acts On Natural Gas Inspection Bylaw

Provision for natural gas inspection as well as gas inspectors, was discussed by city council Monday night.

Council agreed to take steps to initiate the necessary bylaws and to employ the needed inspectors.

Alderman J. G. Harris opened the discussion, stating the city should commence now laying its plans for this development, so that inspection can proceed throughout the summer, before the actual look-up of gas takes place.

Suggestion was made that a bond covering satisfactory performance of work be required, together with proper licensing of those carrying it out. The bonding would protect both the users and city from "fly-by-nights", it was stated.

All possible information on the matter will be obtained, and full co-operation with respect to it be inaugurated with Inland Natural Gas Company. Council members stated they had been told by the natural gas firm that no connection would be made by Inland unless work is up to satisfactory requirements.

## Non-Confidence Votes In Gov't Are Defeated

OTTAWA, (BUP) — The Commons voted twice last night, 135 to 75 and 134 to 74, to defeat two opposition motions of non-confidence in the government.

The first vote was taken on a Social Credit resolution seeking to condemn the government for failure to introduce a national health insurance act to guarantee that farmers get their fair share of the national income.

The second vote defeated a Conservative resolution criticizing the government for inertia, indifference, and lack of leadership in national and international problems. It also sought to criticize the government for disregard of the rights of parliament.

The opposition voted united on both scores, with 41 Conservatives, 17 CCF'ers, 14 Social Crediters and three independents on the first vote. One Social Credit deputy and one Liberal did not remain for the second vote.

## Subdivision Plan Approved

City council agreed Monday night to accept a deposit of \$2,500 from Newton and Hines, as guarantee of completion of road and lane construction for their new subdivision bordering Bennett avenue.

Council stated that this decision would not constitute a precedent. In the present instance, it will enable the owners to obtain titles. Frost will hold off work on the road and lanes until April, and the owners do not want to wait until then before they get their plans registered.

Final approval for the new subdivision, which will extend Bennett avenue to Main street opposite Calgary avenue, was made at the meeting. Provision for water mains and other utilities to serve the area has already been made.

## Groups Approached On Elderly People Living Alone Here

Acting-Mayor Elsie MacCleave reported to council Monday night that she had taken up the matter of elderly people living alone with the Old Age Pensioners society and the Pentleton Ministerial association.

Both groups have consented to study the problem. A definite plan for the safeguarding of such individuals may be forthcoming soon, it was indicated.

West Berlin is enjoying the lowest rate of unemployment in many years, with fewer than 100,000 jobless in 1956 compared with 190,000 in 1953.

processors with canny prices or prices paid by processors free to specify, quantity, quality, also or variety.

To those who feel that because there appears to be little basis for judging performance beyond accepting technical opinion or board assurance that the operation is efficient, we are more than ready to suggest to the Royal Commission that comparison be made with average returns for this class of fruit over the same period of time, anywhere in either Canada or the United States.

In a year when the industry as a whole has been beset with many internal difficulties, criticisms are bound to arise, some of which may reflect on the staff. The board acknowledges with gratitude the loyalty and forbearance of the staff at all times and we wish to give reassurance that it has now, as always, our fullest confidence.

# Veto Powers On Suez Type Attacks Rejected

millan, in his parliamentary debut as Prime Minister, rejected a Laborite demand Tuesday for laws requiring advance parliamentary approval of "Suez-type" attacks on Britain's enemies.

"Her Majesty the Queen, by virtue of her royal prerogative, makes war and peace, acting on the advice of her ministers who are responsible to parliament," Macmillan said.

That was a polite way of saying the cabinet will continue to direct Britain's affairs, subject only to majority approval by parliament after the event.

The Laborite opposition was infuriated by former Prime Minister Anthony Eden's failure to consult parliament about his plans to attack Egypt last fall. They had demanded laws giving the legislature power to veto such expeditions in future.

A Communist-sponsored rally began forming outside parliament as Macmillan spoke. Hundreds of persons converged on the buildings to demand immediate general elections, something the Laborites also want but which Macmillan has refused to grant.

Macmillan admitted the demonstrators 50 at a time to see their representatives in Commons.

Macmillan also turned down Laborite demands for a new "summit" approach to the United States, Russia and other nations. He side-stepped a pacifist demand for the withdrawal of British troops from Germany.

These proposals — phrased as questions in keeping with British tradition — confronted the government when parliament reconvened after a month-long Christmas recess during which Eden resigned and Macmillan took his place.

The new Prime Minister announced his stand on the issues in written statements instead of answering his opponents in the House of Commons, where he would have been subject to Laborite heckling.

He declined comment on a proposal that he invite President Eisenhower to London for top-level talks, but was specific in his rejection of a suggestion that he try to arrange a "summit" meeting with leaders of the United States, France, Russia and India.

"I do not consider that the time is ripe for such a meeting," he said.

On the subject of a withdrawal from Germany — which Britain has been using as a lever in its

efforts to persuade West Germany to pay half the cost of maintaining British troops — he would say only that "I am not yet in a position to make a full statement on this question."

Before parliament met, Conservative caucus completed the formalities connected with Macmillan's installation as Prime Minister by electing him leader of the party by unanimous vote.

## Rates Are Changed To Thaw Frozen Domestic Services

A change in rates for thawing frozen domestic services in the city went into effect Tuesday morning. The change of policy was agreed to at Monday night's council meeting.

Previously a flat charge of five dollars for a thawing was imposed. Under the new regulation the fee will be \$7.50 for the first hour or part of an hour, and six dollars per hour thereafter. At one time the local thawing fee was only \$2.50.

Council said this action was necessary because some people are unduly careless about preventing freeze-ups. The city does not want excessive thawing business, it was stated.

The new charges will apply on any day of the week from 8 o'clock in the morning to 8 o'clock in the evening. No thawing will be carried out beyond 8 o'clock in the evening.

## Named Vancouver Centennial Chairman

VANCOUVER, (BUP) — Mayor Fred Hume has named the new chairman of Vancouver's centennial committee.

He is Harold Meriless of the B.C. Electric Company, vice-chairman of the committee, that was in charge of the British Empire Games in 1954.

He replaces Jack Diamond, who resigned recently, giving ill health as his reason.

A modern high priced car today has more light bulbs than the average American home. One model car has 37 bulbs as standard equipment and with all the available accessories, may have as many as 48. The average home has 22 light bulbs.

### BULB BANDITS

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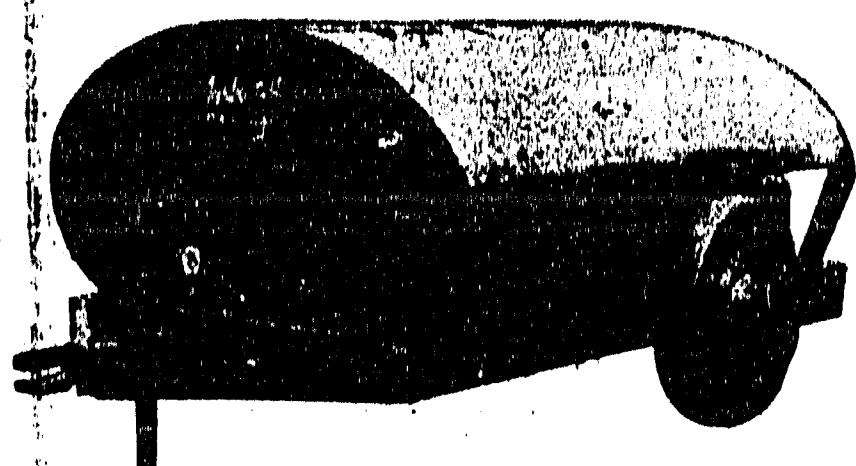
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# Wholesale Purchases Pose Challenge To Selling Agency

Today's trend toward central wholesale purchasers poses one of the most challenging problems for the growers' selling agency, declared R. P. Walrod, general manager of B.C. Tree Fruits Ltd., during the course of the 68th annual BCFGA convention now in session here.

Mr. Walrod's address, in part, was as follows:

Unquestionably, many challenging problems exist, both new and old, but in review of B.C. Tree Fruits' history over the past several years, many emerge that appear to be perennial.

Perhaps one of the more serious conditions that has developed since its beginnings in 1939 and the flush of prosperity during the War years, has been loss of confidence by some growers, many of whom entered the industry during that abnormal period without full evaluation of its inherent risks. Memories of chaotic marketing may have dimmed and initial enthusiasm been replaced, at least in some quarters, with suspicion and uncertainty.

B.C. Tree Fruits' first business, of course, is to sell the crops.

This, I find, comprises much more than seeking out customers and offering our merchandise. It is a highly complex process that falls into two main horizons of endeavor — direct and indirect.

Direct selling involves the mechanics required to complete the actual transactions. These include selection of packages and administration of standards; pricing and offering; selling and confirmation; dispatching and assembling; routing and processing claims; collecting, accounting, pooling and distributing proceeds of sale according to formula laid down by the producers and administered through their pooling committees. A fair proportion of promotion and advertising effort may also be deemed a part of direct selling.

## MARKET RELATIONS

The primary objective of this vital function is to create the most favorable opportunities for conducting the basic business of selling. The first requirement is a sound sales policy founded on clearly defined principles of fairness, service and equity. The second is personal contact and acquaintance with those with whom we do business, a knowledge of their policies and an appreciation of their problems. The third requirement is well established lines of communication through which to gather information in respect to production, prices, market conditions and inventories, all necessary for day to day sales decisions. Personal relations and close liaison must also be maintained with officials of several governments, department heads and trade associations.

During the past year our sales policies have been under review and innovations made. It is perhaps more important than ever before that these policies remain sufficiently flexible to meet the

rapid changes that are taking place in the food distribution field.

Perhaps one of the most challenging problems facing B.C. Tree Fruits today is the trend toward central wholesale purchasing. Over the years the independent fruit wholesale houses have been absorbed and merged into compound entities.

Four wholesale chains now account for approximately 85 per cent of our total sales in Western Canada. Whereas up till now the many branches of these groups have functioned more or less as autonomous units, and have been serviced as such by our CFD offices with some imports as well as our own fruit, the present trend is toward control of purchasing from head office.

At one time Western Canada depended heavily on B.C. for fruit and vegetables. Today these consolidated wholesale interests have opened wide avenues of supply from all sources in the United States and Eastern Canada. This development may not be altogether from choice, but rather from necessity, in order to keep the hungry retail machines fed with the produce most readily digested.

The best means of securing fullest support for B.C. fruit from the wholesale chain appears to rest in our ability to supply fruit of good quality at competitive prices, plus furnishing accurate estimates of the total quantity of each fruit available over a given period of time. It should be possible to improve our present performance in this regard, and new methods of achieving this end are currently under study.

## SHIPPER RELATIONS

Management is acutely aware of the importance of maintaining good relations with the shipper body. The shipper is a key member of the industry team, situated as he is between the Sales Agency and the growers. In his hands rests the responsibility for workmanship. He is also in the best position to advise his growers in matters which affect his operations. The shipper must also be kept well informed on seasonal marketing experience, matters of pooling, etc. in order to render his grower members best service and advice.

During the past year efforts have been made to establish a closer liaison between the agency and the shipper in order that there might be better mutual understanding of each other's problems.

Realizing that the shipper must plan ahead if he is to operate his business efficiently and economically, we have adopted the policy of giving as much advance information as possible on projected packing programs. As an example our tentative packing schedule for 1957 was presented in mid-December. Individual

dual shipper allocations of packages, based on normal crops and so subject to adjustment, were submitted soon after.

One of the perennial stumbling blocks in the field of shipper relations has been the problem of equitable distribution of business, commonly known as the pro-rate. With complicating factors comprising multiplicity of packages, more discriminating markets requesting fruit from specific areas, for definite brands and the availability of grades and sizes, it appeared to management that any attempt to maintain a strict pro-rate could only result in inefficiency from the point of view of sales. It would also add considerably to the total cost of reshipment.

At the same time, maintenance of equity as between shippers appeared to be essential. A revised pro-rate formula was, therefore developed which we believe has provided the sales desk with much more freedom of action, while still furnishing equity to the individual shipper.

Briefly, the revised system calls for periodic payment of storage allowances on excess stocks over the average Valley holdings. In addition, a basis of adjustments for any inequity at Pool take-over is afforded. Weekly figures showing the relative standing of each shipper are recorded, with up-to-date statements being mailed to each. These statements not only provide the shipper with necessary information, but are of special value to our dispatchers in that they are better able to keep a close watch on the placing of business and thus keep districts as well as individual shippers in line.

Provision is also made for individual houses or areas to be exempted from pro-rate regulations, in which case cold storage equalization is assessed on a fair basis.

When reviewing the system with the pro-rate commission of the Federated Shippers' association this next season we will have a few minor changes to recommend, but on the whole we think that this method has operated satisfactorily and fairly. Practically no assembly or re-shipping has occurred for the specific purpose of maintaining the pro-rate, and the overall costs of storage or take-over adjustment thus far have been negligible.

Some shippers are doing an excellent job of reporting stocks on hand and in fairness to them we feel that a system might have to be evolved whereby any additional reshipment costs incurred through errors in stock sheets are assessed to the shippers concerned.

The primary medium for influencing the public mind is advertising. At times, particularly in years of light crops, advertising charges may appear to be higher than the crop seems to justify, but advertising may be required

in any year for any one of three main purposes: to stimulate volume sale; support higher prices; move merchandise quickly in emergency situations.

While the greater part of our advertising expenditures can be, and are, adjusted to the need for market support, some continuing investment must be made in the sustaining or longer range campaign.

Dealer service is also a function of public relations. The degree to which this service is effective is directly dependent upon background knowledge of the industry and its policies and the enthusiasm and the selling ability possessed by the personnel.

The best solution to the problem appears to lie in setting up a public relations department. There are factors here to be weighed, however, not the least of which is cost. We will continue to evaluate the need, and in the interim plan to extend the present services being rendered on a part time basis by a member of the executive staff assigned to public relations.

## GROWER RELATIONS

The general impression of the sales agency and its functions held by an undetermined number of growers would seem to indicate need for improvement in the field of grower-agency relations. It has been the subject of much thought and study by both the board of governors and management.

The most logical course of action appeared to rest in wider dissemination of information. Measures were, therefore, taken to keep the board members more fully informed of current developments and day-to-day operations.

The conclusion reached by management is that until such time as a greater measure of prosperity returns to this industry, the problem of grower relations will continue to be acute. Furthermore, the problem is likely to remain so long as marginal operations exist at any prosperity level.

## CONTROLLED ATMOSPHERE STORAGE

Continued rapid expansion of "gas" or Controlled Atmosphere Storage elsewhere, particularly in the McIntosh producing areas of Eastern United States and Canada, may be expected ultimately to have a far-reaching impact on the traditional pattern of marketing. The present volume of C.A. McIntosh is already making itself felt on the market for the later varieties. In view of the trend it would seem not only desirable, but imperative, that the B.C. fruit industry orient itself in respect to this development.

From the technical standpoint much information is required before it is proven that Controlled Atmosphere Storage can be successfully applied in this area.

## PREPACKAGING

In 1955 we embarked on a special project called "Operation Tree Crisp", designed to package effectively and promote the sale of small apples. The uncertainty of a continuing export demand for the smaller sizes and the measure of success being found in Washington in prepackaging at point of shipment, provided the incentive.

A preliminary study of the advantages and disadvantages of conducting the operation at (a) The packing houses, (b) Destination, (c) A local installation under our direct control, indicated in favor of the latter.

B.C. Fruit Processors were requested to provide the facilities and conduct the operation, to which they agreed. The objective set was one million four hundred thousand packed boxes. Market demand limited the actual run to 620,000 bags. Although limited quantities of other varieties were packed, McIntosh proved to be the most successful. The premium earned over the regular price carried all the costs of the operation, including shrinkage.

Invaluable experience was gained, both in packaging and merchandising. Problems came to light, however, which prompted periodic reevaluation of the project in terms of the future. The situation which existed in 1956, both as to market and supply, prompted the decision to curtail the operation. A total of 157,000 bags were packed.

After two years of experience the consensus of opinion in both B.C. Tree Fruits and the Canadian Fruit Distributors is that the original assumptions are valid, and that we should continue the present procedure, at least until such time as greater advantage of prepackaging in packing houses can be demonstrated.

The potential market for prepackaged apples appears to be threatened by inferior merchandise originating from some destination operations and less discriminating suppliers elsewhere. It therefore became particularly important that we use our own resources to retain the acceptability of the bag as a unit of

purchase. The United Fresh Fruit and Vegetable association in a recent survey of opinion, which included all wholesalers in the United States, found that 62 percent believe that all produce will eventually be sold in consumer packages.

## IMPROVED PACKAGING

The traditional packages and methods of packing are now in the process of radical change. Problems attending this evolution are many, and B.C. Tree Fruits is fully aware of the burdens and where they largely rest.

In the face of abundant evidence that many of the old containers are no longer adequate to meet the need for greater protection, changing patterns of distribution, consumer buying trends and diminishing pools of skilled packing house labor, we have no alternative but to seek out and press for adoption of improved containers.

We also realize that there is danger in moving faster than the packing industry can adjust itself. Here again we find ourselves plowing much new ground with the result we may have to buy and pay for some of the answers ourselves in experimentation.

## OPERATION HANDIPAK

This project for 1956 is now history, and, in the main, one of success. In retrospect the merchandising features of the campaign proved to be sound and effective.

There is some evidence that this type of aggressive marketing is not invariably consistent with the objectives of all wholesale interests. It is so basically sound and necessary to our own, however, that it must be continued, objections notwithstanding, and expanded if possible.

At point of production the advantages of "Operation Handipak" go beyond relatively low handling costs and rapid clearance, to the relief of storage and other problems.

Care must, therefore, be exercised that the project is not jeopardized by abuses of any kind. When the quantity of Handipaks being shipped was still relatively small, there was little difficulty on the part of the shipper and/or inspection staff to determine the percentage of grades in the pack for credit in the pools. With the volume now established at a minimum of one million boxes the matter of equitable grading has presented a problem. To be forced to grade apples into Handipaks by sorting would be to nullify much of the advantage presently being enjoyed, since this would not only add to the cost of packing but would also slow down the overall operation.

In view of certain weaknesses indicated this year, some better system will need to be devised prior to the 1957 season whereby growers can be assured more positively of uniform grading in Handipaks as compared to their packout from other packages.

## CANNERY RELATIONS

This subject perhaps belongs under the heading of Market Relations except for the fact that it is considered worthy of separate reporting.

The canner has been required to accept fruit on a quota basis for several years, sometimes at prices higher than prevailed in Washington. He may also find the markets in which he can be competitive somewhat limited. As when the differential in the price we ask exceeds the freight plus duty, on competing canned items coming into Western Canada, a threat is created to the future market for our fruit in that form. As our crops of canning fruit return to volume, the position of the canner should improve. In the meantime we will continue to work towards better understanding of his problems and co-operate in their solution as far as we are able.

## THE FUTURE

What of the future? Management can only observe the trends and weigh the evidence. Certainly one conclusion that can readily be drawn from the record of the past two seasons is that the determining factor in what prices your fruits will bring is still the law of supply and demand.

Last year the return to the apple grower across Canada was one of the lowest on record. This season our guess at this time is that the average price in B.C. will probably be the highest ever obtained, as there has been no change in sales staff or basic policies, the difference must lie in the supply situation of the two seasons.

In making a pre-season assessment of what price levels may be expected, growers would do well to examine the record, then consider the following points:

1. The estimate of total conventional production.  
2. In what regions the heaviest production is forecast.  
3. Varieties and general quality of the crops in which greatest

## Naramata

Mrs. L. E. Raitt celebrated her 88th birthday on Saturday, January 19, and in commemoration of the happy occasion was the honored guest when her daughter, Mrs. J. W. Raitt, entertained Mrs. Raitt, who was born in Richmond, Carlton County, Ontario, has been a resident of Naramata for many years.

The Naramata branch of the Canadian Red Cross Society is issuing an appeal for additional sewers and knitters and other workers. Meetings are held Thursday afternoons and evenings in the workrooms at the community hall. The evening group makes swabs for the blood transfusion service and also quilts for home and overseas welfare, and it is in this group where more assistance is required. The meetings commence at 7:30 p.m. and everyone is welcome.

The showy tail of the tree squirrel is not solely used as a decorative feature. It is a vital necessity and its purpose is to maintain and correct the balance of the animal in its daring leaps from branch to branch.

volume is anticipated.

4. The time of local harvest compared to that of competing areas.

5. The domestic level of purchasing power and availability of export markets.

All have a bearing on the ultimate pattern of prices. A year when continental production falls below a certain level, a strong market may be expected. This would not necessarily guarantee good prices in an area where regional production exceeded regional demand, particularly in the absence of controlled marketing.

There seems little doubt that we could have sold a full crop at good prices in 1956, whereas some other year may find us struggling to find a market for a lesser quantity at lower prices. Thus returns are not necessarily a true reflection of sales effort. The selling of a multi-million dollar perishable crop, however, is hardly a job for amateurs in any year.

It has become abundantly clear that we can no longer indulge in wishful thinking regarding the markets of Eastern Canada and mid-western United States, which have been so important to us in the past.

New and increasing production in such areas as Quebec, Michigan and Wisconsin have not only taken possession of these markets, but are also applying increasing pressures on Western Canada, which we formerly considered to be our own preserve. Neither can we any longer consider other areas to be backward in methods of growing, packaging and marketing — fields in which we believed we excelled.

Our objective, then, must be to seek out and develop new markets while holding firmly to the old, in spite of disadvantages attending rising costs and increasing freight rates. The degree to which B.C. can successfully meet the challenge will surely depend on the excellence of the fruit we produce, the manner in which we pack it and how competitive we can be in price.

## Israel Withdraws But Still Holds Gaza Strip

JERUSALEM, (UP) — Israel withdrew its troops from most of the conquered Sinai desert Tuesday. But it kept possession of the Gaza strip and a 180-mile coastal ribbon guarding the Gulf of Aqaba shipping lane.

A United Nations general assembly resolution last Saturday had called for a complete evacuation of the Sinai peninsula. But an Israeli foreign ministry spokesman said that Israel planned no further withdrawal.

The mass of Israeli occupation troops completed a pull-back by noon yesterday, reports reaching here said. Troops of the U.N. emergency force moved in behind the departing Israeli units.

But instead of following the pre-invasion armistice line from the Mediterranean to the Red Sea, the Israelis marked out their frontier outside the refugee-filled Gaza strip and the long Aqaba coastal area in the south.

A new frontier of white-painted oil drums and barbed wire was set up to demarcate the two contested areas which the Israelis

vow they will not return to Egypt without firm guarantees they will not be used as bases for aggressive activity.

Israel charges that the Gaza strip, a narrow 30-mile long finger of land jutting up into Israel along the Mediterranean coast, long was used by Egypt as a base for Fedayeen commando raids into Israeli territory.

By retaining the Gulf of Aqaba coast, the Israelis want to prevent the renewal of an Egyptian gun blockade that long kept Israeli shipping from reaching the southern port of Elath.

An Israeli foreign ministry spokesman said the new demarcation line extends two-thirds of a mile west from the border town of Aafa on the Mediterranean coast, and then turns into the old true line south of the town. Thus, it cuts off the Gaza strip.

Israeli troops retained possession not only of the coastal strip, but also the strongpoint of Sharm Es-Sheikh which dominates the entrance to the gulf.

## Group May Seek To Abolish Irrigation Body

Indication that the new Agricultural Ratepayers' Association, combining the irrigation water users of both the North Bench and Skaha areas, will seek to abolish the irrigation commission was conveyed to council Monday night.

Council made no action, however, on it.

Avery King, president of the group, appeared before council to offer the co-operation of the new group, and to that the group be consulted in matters pertaining to major changes in irrigation. He said that by means of mutual co-operation, many problems could be solved.

During the meeting, Alderman E. A. Titchmarsh produced a letter, addressed to him personally, from the secretary of the new association. This letter suggested that the irrigation commission be wiped out. As the communication was not directed to the council, it was not dealt with at the meeting. Alderman Titchmarsh promised to make a report on it, however, to clarify his own position on the matter.

Asked by council if he would like to comment on it, Mr. King indicated he would prefer to discuss it further after council had had time to peruse it.

Acting-Mayor Elsie MacCleave invited the agricultural ratepayers to send a representative to sit in at all statutory council meetings, a practice already followed by the Penticton Board of Trade.

Samuel Morey of Orford, N.H., is credited by some historians as having built a steamboat on the Connecticut River in 1790, 17 years before Robert Fulton's boat made its first trip.

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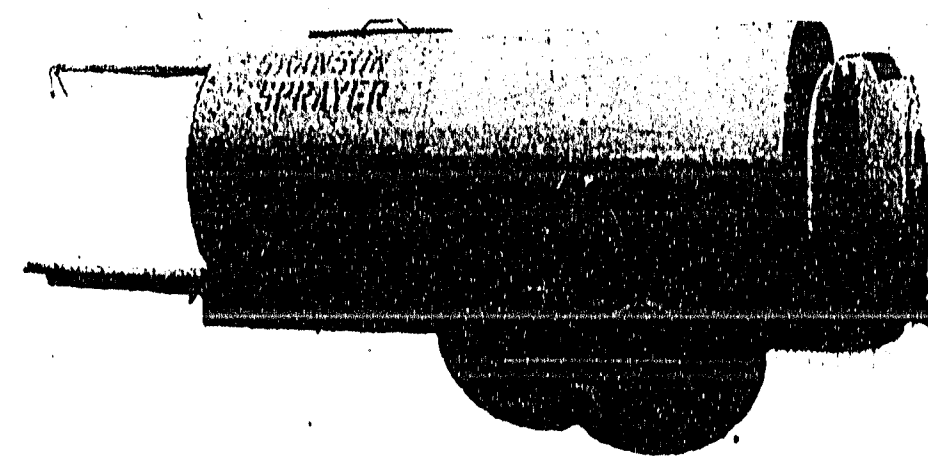
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## Pressing Sales Problems Of Tree Fruits Cited By Lander

The sales effort of B.C. Tree Fruits Ltd. will be hampered considerably unless the agency is granted equalized commodity rates for fruit products in Western Canada and exemption from general freight rate increases, suggests J. B. Lander, general sales manager of BCTF Ltd., in the course of his address to the 37th annual BCFGA convention meeting here this week.

A large portion of his speech was devoted to outlining the attempts of sales agency to have these measures achieved.

He explained in detail the work of the sales agency to market the fruit crop, which this year was small due to tree losses.

Mr. Lander's address, in part, is as follows:

The second largest commercial crop of apples produced in Canada was marketed during 1955-56 (July 1, 1955 to June 30, 1956). Production at 19.1 million bu. was 32 percent above that of 1954 and 33 percent above the 1949-53 average. Quebec, Nova Scotia, and Ontario accounted for the bulk of this increase. The combined total of the Quebec and Ontario apple crops amounted to 9 million bu., so there is little wonder there was no opportunity

of our participating in those Eastern markets until the marketing of late varieties commenced. The bulk of the Ontario and Quebec production is Macs.

As a result of the heavy supplies, farm prices in all provinces declined sharply from those of 1954-55. The average national farm price received was 57 cents per bu. compared with the 1949-54 average of about \$1.10.

Not only is the production in Ontario and Quebec expanding, the growers are practicing better horticultural methods — there has been less scab and insect injury, which makes available more commercial fruit. Some years ago, the cullage was heavy, this has now been partially rectified with the application of more sprays and improved orchard practices.

Our season being earlier this year than 1955, we were able to sell a few cars of Transparents and Duchesses in Eastern Canada. The volume was not heavy, and in a normal year we can not expect to participate to any great extent in this market. Each year there is a diminishing demand in Western Canada for varieties earlier than McIntosh — this can be attributed to many factors, possibly the most important one being the absence of thousands of men employed in harvesting grain. Whereas 20 years ago, there were dozens and dozens of special trains carrying crews from Eastern Canada to the Prairies, all that is required now is local labor, because of the mechanization of the prairie farms.

The new canned apple products which are now available for the consumers all the year round are replacing fresh apples, and culinary varieties are consequently in less demand. Prior to World War 2, there were hundreds of cars of early apples shipped annually from the State of Washington. This production has now almost disappeared; the earliest variety of any consequence now available is Jonathans, with a scattered production of McIntosh in the northern districts.

The latter part of August, inquiry was made to use as to why there were so many Wealthies being sold to the canners and processors, and the following four reasons were given:

1. The unattractive colorless fruit we have been shipping.
2. The fact that Michigan Mc-



J. B. LANDER... many problems ahead

Intosh had already arrived in Winnipeg, and were shortly due to arrive in Saskatchewan markets, and very likely Alberta as well.

3. The immensity of our own McIntosh.
4. The experience of the whole sale trade last year when they had extreme difficulty in selling Wealthies after imported McIntosh and B.C. McIntosh appeared on the market.

We anticipate there will be a continued demand for a limited quantity of early apples. It is crystal clear, however, that the consumers are not prone to purchase culinary apples when they can obtain apple substitutes, which are exceptionally good, and provide them with a product that is in every way satisfactory. As Duchesses become available, there is very little if any further demand for Yellow Transparent. A similar situation arises with Wealthies when Wealthies are ready for market, and the Wealthy demand will continue to be affected by the immensity of our own McIntosh, even before that if McIntosh are available from earlier growing areas, which condition is becoming more prevalent each year.

**HANDI-PAK MACS**  
Last winter we conceived a plan to market as quickly as possible after Macs commenced, a million Handi-Paks. The objective was to obtain maximum distribution during the early part of the season, while the fruit was at its best, and consumer demand heavy.

To accomplish our goal, we commenced shipping Handi-Pak Macs just as soon as spot-picking got underway. It is imperative to have a "Jack Rabbit start" to head off the Michigan and Wisconsin McIntosh which were threatening our retaining the Manitoba market in particular, and some sections of Eastern Saskatchewan.

Handi-Paks were shipped in straight cars — we named a flat delivered price to all points in the three Prairie provinces, and that section of Ontario west to the head of the Lakes. To isolated sections, such as The Pas and Flin Flon, also the Peace River country, there was a slight premium asked. This innovation in pricing, and our pre-season publicity, created quite an interest, both at wholesale and retail level — it encouraged maximum distribution into country points, and far more cars of Macs were directed to smaller towns in the Prairie provinces than had been the case in recent years. This resulted in a very complete coverage — McIntosh were obtainable in every Prairie town, not full carloads in all, but a survey revealed that all retailers had adequate stocks. In support of this intensified merchandising effort, a thorough advertising campaign was launched to create consumer interest. The results were that we were successful in selling 948,242 Handi-Pak Macs.

Here's our own distribution of McIntosh, by province, and countries, as at December 29.  
Basis — Standard box:  
Calgary, 155,920; Edmonton, 228,838; Regina, 163,327; Saskatoon, 126,445; Winnipeg, 232,945; Vancouver, 177,290; Otago, B.C., 22,904; Kootenay, 9,161; Quebec, 6,418; Ontario, 1,501; Newfoundland, 8,072; U.S.A., 114,096; United Kingdom, 215,438; B.W.I., 800.  
Total — 1,463,395.

From the above, you will observe that again this year we have not been able to participate in the Eastern markets to any appreciable extent. Late last season we were successful in selling a small volume of McIntosh into Quebec, but with the increasing tonnage of this variety in all eastern provinces, we shall not have the early movement, and will only participate in that market after the exhaustion of their supplies.

Within the expansion of controlled atmosphere storages in Ontario, in particular, and in Western New York, Vermont, and Mass., where it is reported that over 900,000 Macs have been "put to sleep" for later distribution, the marketing season has been extended, so as to almost preclude the necessity of the Ontario and Quebec trade looking to this province for McIntosh after the supply of their regular storage fruit is exhausted.

**DELICIOUS AND LATE VARIETIES**

The short crop of all varieties necessitated our adopting a policy vastly different than former years.

For instance, on Delicious, almost from the inception of offering these, we "quoted" the supplies to all markets, basing our figures on historical distribution into these areas. This was essential, otherwise distribution would not have been equitable.

**DELICIOUS**  
In a normal year, the opening of Delicious is governed by the availability of packed fruit, and the competition of imports. Some of the western Canada trade purchase Delicious immediately they are offered from the earliest section of Washington and Oregon — a matter of ten days or two weeks before our are ready.

We have at times made Delicious available to Vancouver several days earlier than to the prairies, to head off imports. However, it is difficult to quote Delicious in a general way until a fairly substantial portion of the crop is packed, as reshipment expense is increased very considerably if supplies are available only in a few packing houses.

### ROMES

Discussing Romes with a Washington grower, it is his candid opinion that the Regular Romes was even more out of date than the Standard Delicious.

Our marketing experience here has proven that distribution of Romes is largely restricted to the Prairie provinces, and the consumer is showing less and less interest in this variety, and particularly in Cee grade, even at a substantial discount under fancy.

A few years ago there were some areas in the United States, in which we could sell regular Romes, but now that Virginia, and other eastern apple producing sections, have increased their Red Rome production, these markets are lost to us. Some of the westerly markets could be regained by our being able to supply Red Romes. The West Coast is a potential outlet. All these markets demand a large size Rome, small sizes, of which we had quite a volume this year, are unwanted.

### UNITED STATES MARKETS

In August the United States apple crop was estimated at just over 92,000,000 bushels. The U.S.D.A.'s November estimate showed a crop of 96,145,000 bushels, which was one percent over their October estimate, but nine percent below last year's crop, and approximately the same percentage below the average crop.

The production figures are broken down as follows: Eastern — 43,450,000, 11 percent below last year, 3 percent below average; Central — 20,550,000, 34 percent above last year, 11 percent above average; Western — 32,145,000, 23 percent below last year, 25 percent below average. The two varieties showing the greatest decline in the United States from last year are McIntosh and Delicious.

We have been advised that the

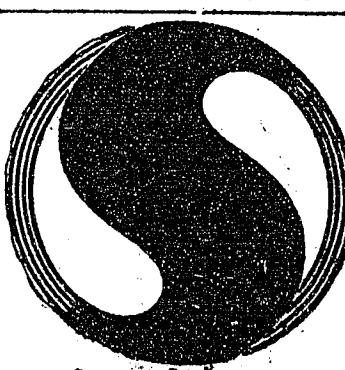
McIntosh production in the states of Michigan and Wisconsin can average 2,000,000 bu. in each state from now on. This tonnage, added to the heavy McIntosh production in the New England states, and in New York and Pennsylvania, will provide adequate supplies in the future for markets such as Boston, New York, Philadelphia, Milwaukee, and Chicago — markets that, in the past, took fair quantities of B.C. McIntosh.

We have felt for some years that the time was not too far distant when Eastern and Central United States McIntosh production would practically eliminate any chance of our selling in the Eastern and Central United States markets. Barring crop disasters in these areas, it is doubtful if they will be profitable markets for our McIntosh in the future. In fact, these areas are already looking for additional markets, and their shipments are moving to parts of Canada, and as far south as Florida, and into most of the other states east of the Mississippi river.

With this in mind, we have been concentrating the past few years on selling to sections, such as Texas, the farm States, and the West Coast markets.

For instance, our McIntosh dis-

Please turn to Page 2  
SEE: "Selling Agency"



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T. L. STURGESS,  
Deputy Minister.

HON. E. C. WESTWOOD,  
Minister



# Lander Reports On Selling Agency Problems

Continued from Page One  
tribution this year has been as follows:

California, 118 cars; Illinois, 1 car; Mass., 1 car; Montana, 1 car; car; Oregon, 1 car; Oregon 2 cars; Texas, 3 1/2 cars; Wisconsin, 2 cars; Washington, 8 cars. Total 136 1/2 cars.

You will note from the above that most of our extra fancy Macs have been sold in California, where the Los Angeles market took the bulk of these. This market has been built up over the past ten years, starting with two cars the first season, and showing a steadily increasing volume each year. The population of Southern California is increasing at a tremendous rate, and many of the newcomers are from eastern United States or Canada. They are consumers

who know the McIntosh variety. In other West Coast markets, such as the Bay area in northern California, Portland, and Seattle, the volume of our McIntosh sales has been very slight. A few years ago, one of the large chain organizations ordered a nine-car block of McIntosh from us, with the object of placing these in Portland, and the Bay area. At that time we were only packing in the standard apple box, and the shipments arrived to badly bruised that this particular organization did not purchase any more of our McIntosh until we started putting up the Cell pack. The Cell pack is bringing about a much better acceptance of our McIntosh on all markets.

With regard to the Bay area, Portland and Seattle, each of these points is the home market for fairly substantial adjacent apple growing areas.

We had only one shipment of McIntosh into San Francisco, when we ran out of our supply of Cell packs. Repeat orders were in prospect, but the buyers refused to take the standard apple box.

One important principle that must be remembered is that we must have uniformity in pricing in quoting all West Coast markets.

This year we had a rather extensive promotional program lined up for all the West Coast markets, but when the size of the crop was determined, and it was seen that we would not even have enough supplies of extra fancy cell McIntosh, in acceptable sizes, to take care of our well established market in Los Angeles, it was deemed impractical and uneconomical to short our Los Angeles buyers, and spend money on promotional and advertising work in Seattle, Portland, and the Bay area, when we could not back up such promotion with supplies. Another consideration affecting this decision was the fact that in the Bay area, Portland and Seattle, the sizes preferred are 8 1/2's and 9's, with a few 12's. We had very few of these large sizes available in McIntosh this year, and our crop generally ran heavy to the 140 size.

Wholesalers in Seattle suggest that McIntosh would be a good

early variety, for their market if we could ship them down prior to the arrival of red apples, such as Jonathans from Washington. Unfortunately, our McIntosh are not mature enough to ship at that time, which would be late August and early September.

We believe a demand can be built up for our Macs in the Bay area, Portland and Seattle, aided by a good advertising and promotional program. These markets, from a population standpoint, do not offer nearly the same potential as does southern California, but we intend to take full advantage of the potential that does exist. A start was made on these markets this year — admittedly a small one, but given the sizes desired on these markets, and sufficient supplies, we can embark on a promotional and advertising program in the future, and undoubtedly build up a gradual demand for the McIntosh variety.

**RED DELICIOUS**  
The minimum color requirement on extra fancy Red Delicious in Washington was raised this season from 50 percent to 65 percent black color. We have received many complaints this season on comparison of our extra fancy color on Red Delicious, with the color on Washington extra fancy Red Delicious. We feel that if our reputation for extra fancy Red Delicious is to be maintained on the U.S. markets, we must pack to the same standards and color as our competitors, otherwise we can not expect to obtain the same prices.

We shipped some excellent Red Delicious to United States markets this year, but in many cases these were blocks of highly colored fruit. The buyers were very pleased with the arrivals, but when we ran out of these highly colored blocks, and shipped the regular Red Delicious available, one of our largest customers for Red Delicious in the United States, reported that most of his branches were very displeased with the mediocre color received, and claimed they were getting better color on extra fancy regular Delicious from Washington, which were being purchased at \$1.25 per box less.

This matter is deserving of serious consideration by all concerned. When we are asking the top Washington prices for our extra fancy Red Delicious, we must, of course, be competitive with the color and quality of the Red Delicious our buyers are receiving from the states of Washington and Massachusetts.

**OFF-SHORE MARKETS**  
We have maintained our volume with the British West Indies and Bermuda, but in all other off-shore markets, this year, our sales show a sharp decline. Venezuela is a most discriminating market, and our very short supply of large size fruit has resulted in our total shipments to that country being smaller than for several years. In British Malaya, too, our sales are down for the same reason, 150's and larger, New towns, being in very limited supply.

Other off-shore markets, such as Brazil, where in former years we enjoyed a nice volume of business, have been sealed off to us, because of quota restrictions. We continue to maintain our contacts with these markets, in the hope that the colossal problem of international currency will be solved, and we will again be able to have free trading with many of these countries.

The expansion of our off-shore outlets becomes increasingly important in relation to the progressive restriction of our areas of distribution in North America, due to increased local production, improved packing procedures, and constantly expanding freight costs. We must continue to closely study potentially important export markets to the fullest degree.

The wartime restrictions on the importation of Canadian and other water-borne apples and pears gave impetus to the expansion of home production in continental orchard areas, and this expansion must be taken into account when an attempt is made to evaluate the long term outlook for off-shore trade.

World production of dessert and culinary apples is said to approximate 424 million bu., the chief contributors to this total being Europe, 250 million; North America, 115 million; Asia, largely Japan, 29 million; South America, mainly Argentina, 17 million; others 13 million.

A breakdown of European apple production discloses that Germany, with 60 million bu., and Italy with 57 million bu., are the most important. The production in Great Britain and France combined is barely equivalent to that of Italy, which has tripled her exports in the last twenty years.

So far as the United Kingdom is concerned, it appears there will be a continuing market for Pacific Coast types of first quality fruit in substantial volume. The packing of marginal grade apples for export trade will not prove beneficial nor profitable. The Canadian 1956 apple crop, as of August 1, was estimated by the government at 12,217,000 bushels. The industry estimate for Nova Scotia was 300,000 bu., larger than the government's,

and Quebec was from 250,000 to 300,000 bu., lower than the government's. This reduction was due to drought and hail storms.

The Canadian representatives stated that they would not ship more than 2,250,000 bu. to the United States, without further consultation. Last year the U.S. imported (according to Canadian figures) 1,842,000 bu. Their estimate for the coming year was 1,800,000, consisting of 1,000,000 from B.C., 200,000 from Nova Scotia, and 600,000 each from Quebec and Ontario.

We reported that the B.C. season was normal about two weeks ahead of last year, and that we expected to start harvesting McIntosh about September 8 to 9.

**CHERRIES**  
The North American crop was lighter than in 1955. In the United States, the production was about 30 percent less than the previous year, and 28 percent below the 1945-51 average. Ontario had a nice crop of sweets, about 10 percent of 1955; there was a little heavier tonnage of sour cherries, about 75 percent.

Our crop was originally estimated at approximately 160,000 lugs (which includes canners), a second estimate just after shipping commenced revealed the crop was down approximately 35,000 lugs. Shipments to the fresh market were only approximately half of 1955, when we shipped 179,121, as against 87,894 this year.

Distribution was made to the following markets: Calgary, 11,471; Edmonton, 15,874; Regina, 8,988; Saskatoon, 9,601; Winnipeg, 15,743; Vancouver, 10,818; other B.C., 3,618; Ottawa, 880; Montreal, 6,501; Toronto, 1,700; other Ont., 1,700; and Quebec, 800.

The season was considerably earlier than in either 1954 or 1955. First shipments were made on June 18 which compared to the week of July 11, the previous year.

With a lighter crop in Ontario and the northeastern United States, there was a strong market, and we were able to obtain comparatively high f.o.b. prices throughout the season.

Had supplies been more plentiful, we might have found more resistance to the small size fruit which we were shipping. During the season we had numerous comments from the trade, as well as our own representatives about the small sizes; they felt we were demanding a stiff price for the type of fruit we were shipping.

**APRICOTS**  
The apricot crop was smaller than in 1955. This year we shipped 151,218 packages, of which 16,205 were Handi-Paks. Last year the total shipped was 318,148.

It is interesting to note that despite the comparatively light crop, supply and demand were just about equal, throughout the time that the bulk of our fresh shipments were moving.

The P.A.P. Lug is very popular. At a recent meeting of our sales representatives (the Canadian Fruit Distributors Limited), reflecting the thinking of the distributive trades, they felt we should continue to pack most of our lots in this package, however, after a full discussion it was pointed out to them that there was a considerable saving in the No. 15 Handi-Pak. It was decided that a larger proportion would be shipped in the Handi-Pak next season.

From the cards returned, which were enclosed in the experimental Handi-Paks, it was self-evident that the apricots delivered to the consumer in fine condition, which encouraged repeat business.

**PEACHES**  
Our peach crop, estimated at 9330,000 packages, actually returned 765,803, including cannery sales, converted to a box basis. This compares to 1,369,000 bu. in 1955.

We shipped a total of 57,489 Cell Pack Peaches in 1956. This package proved very popular and we feel, resulted in better deliveries at consumer level.

From consumers we received many reports on the Cell Pack, and almost invariably they remarked on the lack of bruising. Consumers also like the visibility feature of the Cell Pack, as it enables them to use the ripest fruit first, and if there is any over-ripe or decayed fruit, the dividers prevent the damage from spreading.

During the coming season, it is planned to attempt 10 percent Cell Pack in 3 Vees, Red Havens and J. R. Hales.

The Cell Pack has some disadvantages in handling, due to different size containers for the various counts, and some experimental work will be done with a Tray Pack Container.

We also shipped 19,762 peaches in Handi-Paks. This package is not particularly popular for peaches, and the attitude of the trade is that they much prefer the Cell Pack, or the standard peach box, unless a real necessity arises to use Handi-Paks.

Generally speaking, peaches shipped to the fresh fruit market were of quite satisfactory maturity.

quantities were imported. The market was good up to mid-September, but with the usual sharp decline in demand about that time, we had some difficulty in disposing of the last few cars.

**BARTLETT**  
Bartlett shipments to the fresh fruit market consisted of 201,000 to western Canada, and 19,339 to eastern Canada, on the basis of standard boxes.

We packed a limited quantity of Bartletts this year in Vacuum Pack, and sold them in eastern Canada. The eastern Canadian trade was quite satisfied with these, and we will probably increase the quantity packed in this style next season.

Judicial boxes for Bartletts are still popular in western Canada, and 106,000 Judicial boxes were used for this commodity.

Experimentally, we packed a few Bartletts in Handi-Paks this year — a slightly smaller version of the apple Handi-Pak. These were straight 180 size bunches, and were marketed quite readily, in fact the response to the experimental shipments was so good that we are planning to pack commercial quantities in this manner next season. Small Bartletts in Handi-Paks seem to be more readily accepted on the market than the same pears in standard containers.

We should stress, however, that while this new idea in packaging may sell a limited quantity of small Bartletts, growers should very definitely continue to aim for medium and large sizes in Bartletts, as these are the sizes desired by both the fresh and cannery outlets.

**FLEMISH**  
The crop of Flemish this year was of exceptionally fine quality.

Fresh fruit shipments of Flemish consisted of 36,942 to Western Canada, 6,704 to Eastern Canada, 20,722 to United States. Total — 64,368.

Due to a comparatively early cleanup of Bartletts, there was a little more interest than usual in Flemish on our western Canadian markets, so we were able to get our Flemish shipped before winter set in.

Again, the United States market afforded us a substantial outlet for Flemish. It was fortunate that we were able to make these sales on U.S. markets early in the season, as we have found, from past experience that unless shipments are made in the late fall, there seems to be no interest in Flemish on United States markets.

This year, for the first time,

quantity can be sold next year, depending, to some extent, on how soon Bartletts are finished. We can not, however, report any increasing demand for the Flemish variety. There does not seem to be any future for Flemish. With the Bartlett production increasing, likewise Anjou, the space in the market for Flemish is narrowed to a point that leaves but little room for this variety.

**ANJOU**  
A record crop of 140,000, of which about 73,000 were sold in Eastern Canada; 2,555 shipped to the United Kingdom; 2,260 to

Also, we marketed about 14,000 Flemish in Handi-Paks, in sizes 150's and 165's extra fancy grade. These were fairly popular, and we believe a similar

The two age groups having the poorest diets are adolescents and adults over 50, according to recent Department of Agriculture studies.

Please turn to Page 3  
SEE: "Selling Agency"

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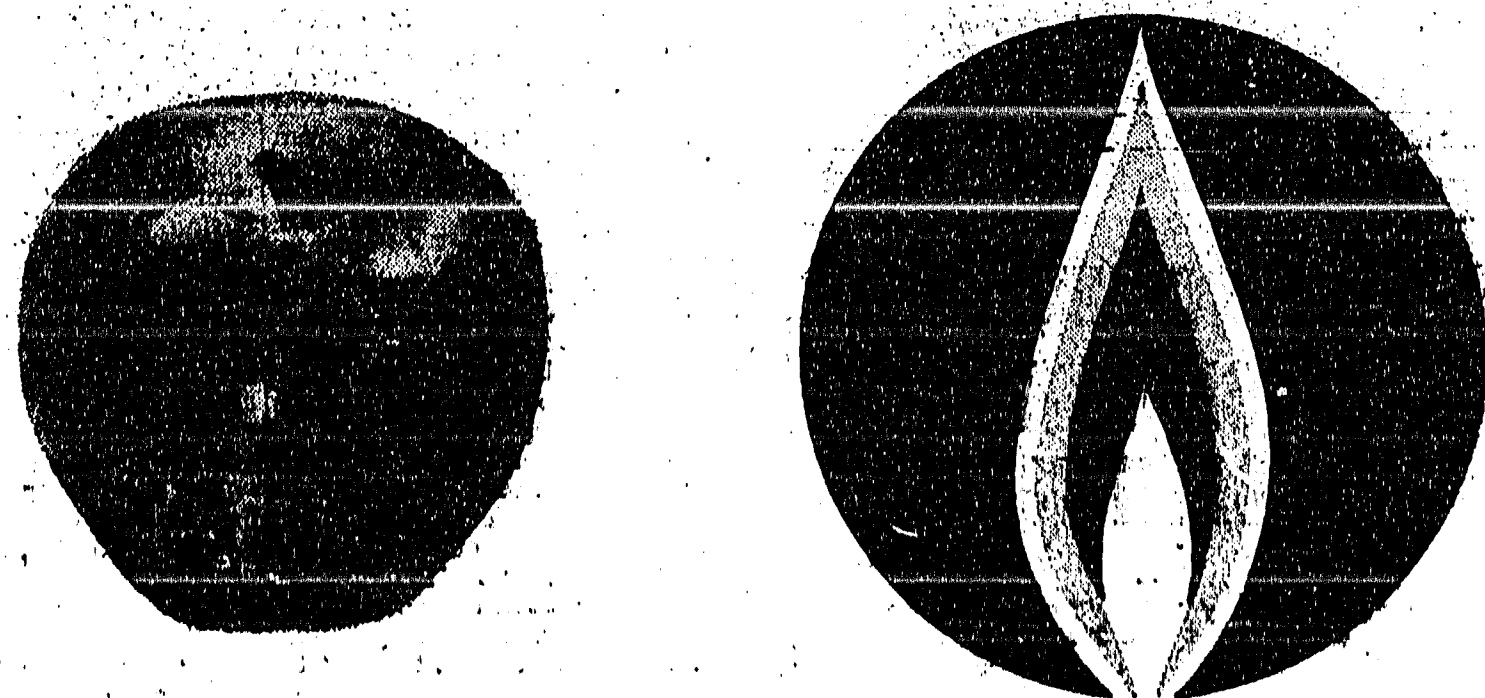
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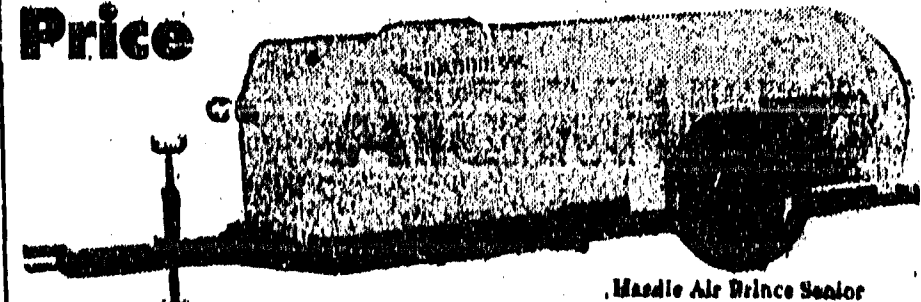
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# Selling Agency Problems

Continued from Page 2

the United States, with the balance going to western Canada.

These figures show that eastern Canada is our most important market for Anjous, in fact we absolutely must sell the greatest part of our Anjou crop there.

**ASSORTED PEARS**

Each year we have emphasized the decline in demand for sundry pears — there has been nothing transpire this year to change our thinking, in fact, even with the more receptive pear market, there was no demand for sundries, although probably a little better than usual in western Canada. This could be attributed to the early clean-up of Bartletts.

**GRAPES**

The crop was one of the smallest in the last several years — a mere 30,120 baskets were shipped to the fresh market, principally to Alberta, British Columbia and mediocre quantities going to Saskatchewan.

**CRABAPPLES**

This crop was lighter than in 1955. There was an active demand from U.S. processors for crabapples, half-free, and scab-free fruit, and a substantial part of our crop of both Transcendents and Hyslops was shipped there.

This important U.S. processing outlet will continue available to us providing we can deliver clean fruit — nothing else will satisfy them, they are not interested in scabby or haled at any price.

**PRUNES**

The original estimate of the prune crop was 336,000. About mid-August, due to persistent reports that the prune crop would not materialize, we asked for a revised estimate, which indicated a total crop of 320,000 lugs. We must necessarily give the trade, both fresh market and cannery, some idea of what they might expect to receive in all soft fruit commodities, and our advice to the trade was naturally based on this estimate of 320,000. As time passed, it became obvious that the prune crop was going to exceed the estimate. We made several checks on quantities still to come. As late as about September 13, it was estimated that the crop would total approximately 425,000 lugs, but the final return was 542,000 lugs — almost 70 percent over estimate.

Maturity on prunes was generally good, except for the odd shipment at the commencement of the deal being reported a little soft.

We feel that the Handi-Pak — a smaller version of the Apple Handi-Pak — is quite suitable for prunes, and intend to use Handi-Paks almost exclusively for prunes in 1957. Prunes are much better suited to the Handi-

Pak than peaches, because in this commodity bruising is not generally a factor.

**PLUMS**

The crop was very small, the few Greengages and some of the Bradshaws, were sold to canners and shipments to the fresh market amounted to 18,807 6-quart baskets, as against 46,314 a year ago.

**CANNERY SALES—CHERRIES**

Due to rain damage, we found it very difficult to complete cannery deliveries. As cherry harvesting progressed, it was necessary to increase the cull tolerance by 10 percent over the regular tolerance for culls on cannery cherry shipments, and in one or two cases cherries had to be sorted for cannery. The cherry crop fell considerably below estimate, and because of this we had to make two separate reductions in our cannery commitments. Every effort was made, however, to supply canners, and splits were included in cannery deliveries where necessary, to make up the tonnage.

**APRICOTS**

We priced Royals, Blenheim, and Tiltons this year on the basis of three size ranges, namely: diam. below 1 5/16" down to 1 1/8", 1 1/8" and larger; medium, below 1 1/8" down to 1 5/16"; jam, below 1 5/16" down to 1 1/8". In both cases a premium was charged for the large sizes over the medium sizes.

We continue each year to fall far short of cannery requirements for Royals, Blenheim and Tiltons. Some canners are willing to augment their supplies by purchasing Moorparks, but most canners prefer the "canning varieties".

An increase in the production of Royals, Blenheim and Tiltons, would find a receptive market from the canners.

Very few complaints were made by canners of apricots this season. The crop fell below estimate, and we had to reduce our cannery commitments accordingly, as the shortages became apparent.

**PEACHES**

Canners were very pleased with the maturities received from the Southern areas this season. Some complaints were made about maturities on peaches from the areas which had a light crop, but on the whole, the quality of peaches delivered to canners this year was very good.

The Maturity committee, and the Cannery committee, have repeatedly emphasized the required maturities on cannery peaches. Their efforts in this direction have been very successful, and we believe most peach growers are now familiar with the maturities desired for cannery.

**BARTLETTS**

Most canners reported very favorably on the quality of Bartletts received this year. One or two small lots showed storage scald, and one canner, who field his Bartletts in storage for an extended period, ran into trouble from decay and breakdown.

**FLEMISH BEAUTY**

The general shortage of cannery commodities brought about a greater interest in Flemish Beauty pears, and cannery sales totalled over three times the quantity sold a year ago. Can-

ners maintain they could use a larger volume of Flemish Beauty pears, but only at a considerable discount under the prices we have asked for the past two years.

**PRUNES AND PLUMS**

Bradshaws and Greengages were sold to the usual jam-outlets which take these varieties each year.

**Prunes** — This was one cannery commodity on which estimates were totally out. Even the revised estimate was greatly exceeded by the final output of the crop. Fortunately, the canners were able to take on additional quantities, but had the true position of the prune crop been known earlier, there is no doubt that a more successful marketing program could have been mapped out.

The new grading maturity requirements recommended by the Soft Fruit and Cannery committees, worked out very well, due principally to the extended period of warm weather, which gave us a fully colored prune with amber flesh, and good size. Whether these maturities could be obtained in cooler growing seasons is somewhat problematical.

**CRABAPPLES**

Again this season, the demand from canning and processing outlets, both in Canada and the United States, exceeded the supply and sales had to be made on a strict quota basis. There seems to be every indication that this demand from the United States processors for crabapples will continue.

**APPLES**

Most canners reported at the start of the season that they still had on hand practically all of last season's canned apple-packs. Little interest was shown by canners in the Duchess or Wealthy varieties and, in the case of Wealthies, we had to look to the State of Washington for an alternative outlet. Jonathan and "C" Grade Romes were the principal varieties sold to canners this season.

**CELL PACK CARTONS**

Cell packs for apples were first introduced to our industry four years ago, and used on a very limited basis for the packaging of the McIntosh variety. These were marketed both domestically and in the United States. The quantity of this variety packed in Cells has been increased yearly, and now, as the buyer acceptability of Cell Packs has been established in all markets, we are planning for a major portion of the higher grades, in several varieties, to be Cell packed for the 1957 season.

**CELL PACK PEACHES**

This pack was offered for the first two seasons on a fairly limited basis, however a substantial quantity moved to Western Canadian markets in 1956. The pack has now been accepted by the consumer as a superior method of handling peaches, mainly due to the fact that the fruit arrives at destination bruise-free. Now that this pack has been established marketwise, a major portion of the peach crop will be packed in Cells next season.

**VEGETABLES**

Once again, an agreement was entered into with the Interior Vegetable Marketing Agency Limited, whereby we marketed all vegetables shipped out of the province, and all summer vegetables moved to B.C. coast markets.

After several late, cool seasons, we finally got back this year to something more closely resembling our typical summers, which was conducive to vegetable production. The spring was reasonably early, and throughout the summer we had an abundance of hot, dry weather, with the result that the quality of the vegetables which were tendered to us to sell, were superior to those of the last few years. Added to this, the fact that the Manitoba spring was a little later than normal, allowed us to move a greater volume of vegetables into Manitoba, and the Prairies generally, than had been possible during the last two

years.

Farm labor proved, to some extent, to be a limiting factor in the vegetable business this season. With tomatoes particularly, growers found it impossible to completely attend to their canning crop, and at the same time have sufficient labor to pick the quantity of tomatoes to fill all the business we were able to pass along through their shippers.

Tomato business started off slowly, buyers were reluctant to order heavily due to their rather disappointing experiences with the quality of tomatoes during the last couple of years. However, once initial shipments had arrived, and the quality proved to be good, the movement was satisfactory, and the quantity shipped very gratifying indeed.

We were able to obtain for growers in the valley an all-time high price for early potatoes, and early onions, and we moved the entire crop of both these commodities in a very satisfactory manner.

Due to quality, shippers' inability to put up a pack comparable to their competitors', and other factors, it was found impossible to market the lettuce and celery crop at remunerative prices. It is recognized by Interior Vegetable Marketing Agency Ltd. that the time has come when growers should discontinue producing these two crops, except in sufficient quantities for the local market. Every effort was made during the last two years by our sales staff to revive business for these crops, but due to circumstances beyond our control, this was not possible.

**CLAIMS**

On account of the perishable nature of fruit and vegetables, it can not be expected that requests for allowances on account of arrival condition can ever be eliminated. On the other hand, by careful attention to growing, harvesting, picking, packing, storing, and also inspection, loading and transportation, these adjustments can be reduced to a minimum, compared to volume of sales and shipments. During the past several years, considerable progress has been made in this regard, there is still room for progress.

At destination, our own representatives in the western provinces, the Canadian Fruit Distributors, and in other sections — appointed representatives are well equipped with both knowledge and experience so that they can appraise and adjust claims.

Additionally, we have government inspection service, both at shipping point and destination. All merchandise leaving here is federally inspected, and at destination their services are called upon if complaints are registered.

Our sales representatives are frequently able to convince buyers that complaints of arrival condition are either not serious enough to warrant a claim, or else the circumstances are such that the shipper should not be held responsible.

All claims must be presented within twenty-four hours of arrival. Wherever it is possible to obtain government inspection at destination, we insist upon the buyer arranging this, to provide evidence in substantiation of any claim submitted.

When more than one shipping house is involved, we insist that the government inspection provides us with the detail of the separate examinations.

Inquiries are also made as to the elapsed time of transit, the temperature of car, and commodity, during transit, and also the carrying out of car service instructions which had been given to the railway on the bill of lading. This includes, of course, icing during the warm weather and heating during the winter months.

There is no hard and fast rule which can be used in settlement of claims, each one has to be individually considered on its own merits. It is only after we have carefully investigated, and are satisfied that an allowance is justified, and the recommendation of our sales representative is received, that a claim is approved for settlement. Every complaint or claim, is given a very thorough screening.

**MARKETING TRENDS**

In the past few years, there has been a revolutionary change in the pattern of distribution. The self service stores have supplanted the old-time retail grocer, the chain stores have expanded their number of units, and have greatly increased their volume, which has resulted in changes in wholesaling. Many of the chain stores have acquired wholesale units, which they utilize as depots, and go as far as to service other retailers.

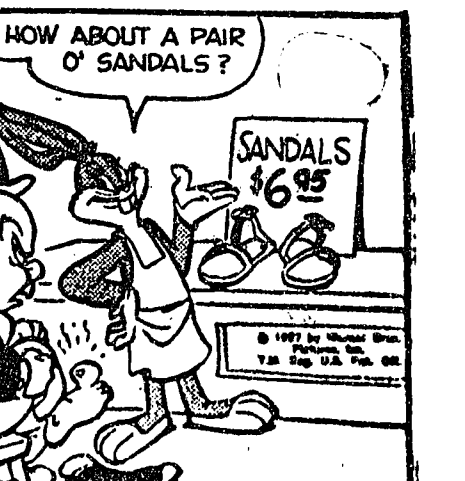
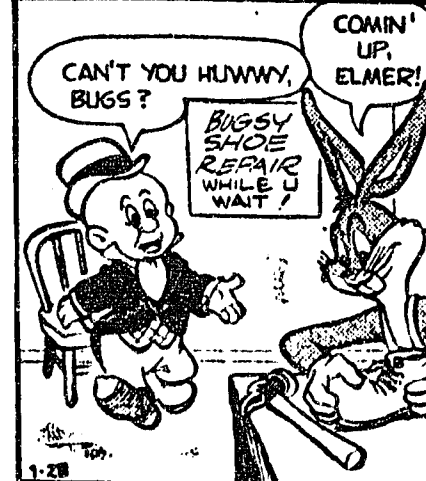
The passing of the corner grocery store and the concentration in food marketing in larger super-markets is a trend that is certain to create some difficult marketing problems.

To meet the keen competition at retail level, many retailers have grouped together, and operate under a trade name, they still retain their individuality, are privately owned, but by joining their merchandise at less

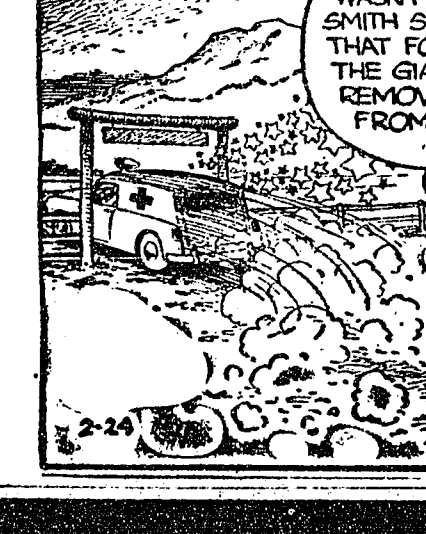
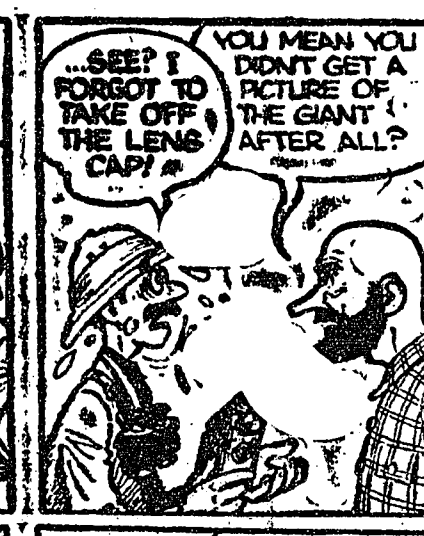
## RIVETS



## BUGS BUNNY



## ALLEY OOP



Shipping, Sawmill, Logging  
and Contractors'  
Equipment

**NATIONAL  
MACHINERY  
LIMITED**  
Granville Island  
Vancouver 8, B.C.

Welcome B.C.F.G.A. Delegates

BE SURE TO SEE THE NEW  
**BULK BIN FRUIT HANDLING**

with the  
**STEEL SQUIRREL**

Besler Sprayers - Tree Hoes - Rotary Mowers

**L. R. BARTLETT LTD.**

166 Westminster Ave., Penticton, B.C. Phone 2700

Welcome

DELEGATES OF THE B.C.F.G.A.

MAY YOUR DELIBERATIONS BE SUCCESSFUL

During This, Your 68th Annual Convention!

**OK VALLEY  
FREIGHT  
Lines Limited**

Please turn to Page 5  
SEE: "Selling Agency"

**PONTIAC'S**  
cornered  
the market  
on  
**FIRSTS**

**First in styling.** Pontiac's exclusive Star Flight Body Design is turning everyone's head. Never before has any car brought you such lean, clean lines. Pontiac designers have captured the perfect expression of modern design.

**First in fashion.** Throughout the wide range of interiors you'll find new glamor, new luxury, enhanced by the dazzling "Off-the-Shoulder" Look in Star Chief and Laurentian interiors.

**First in performance.** Thrill to the highway's most exciting action. Here is the industry's widest selection of engines, ranging from 140 to 270 h.p.

**First in proven transmissions.** For the man who likes to shift for himself, there's new improved Synchro-Mesh, or Close-Ratio Synchro-Mesh. Its maximum performance Power Chief® engine. Automatically speaking, you can soar with Powerglide® or sweep smoothly ahead with Strato-Flight Hydra-Matic®.

**First in comfort and handling ease.** Pontiac's cloud-soft Level-Line Ride is the ride sensation of the year, and Pontiac's recirculating ball-type steering gear makes steering remarkably easy, almost friction free. For greater convenience Pontiac offers electric windshield wipers and a special ignition switch position for operation of accessories when the engine is off.

Optional at slight extra cost.

A GENERAL MOTORS VALU

FIRST...with the world's greatest choice of transmissions  
FIRST...with the world's greatest choice of engines  
FIRST...with the world's greatest choice of models  
**PONTIAC...NEW FROM POWER TO PERSONALITY!**

**HOWARD & WHITE MOTORS LIMITED**

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PENTICTON, B.C.

496 Main Street



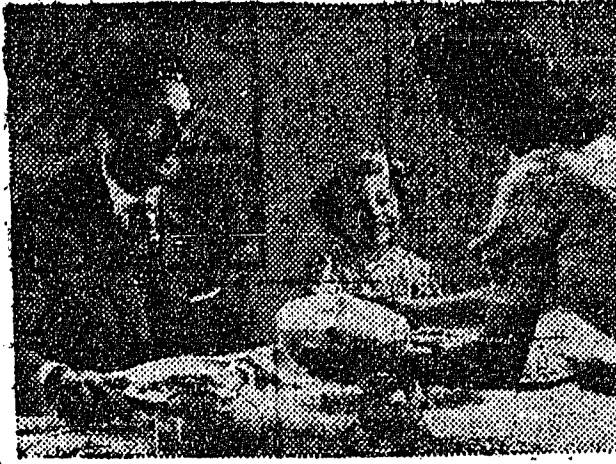
# SAFEWAY'S your BEST place to save!



Your BEST place to save because... your total food bill is lower here shopping trip after shopping trip.



Your BEST place to save because... weekly specials mean "bonus" savings for you.



Your BEST place to save because... quality merchandise gives meaning to low prices



Your BEST place to save because... our unconditional guarantee protects your every purchase.



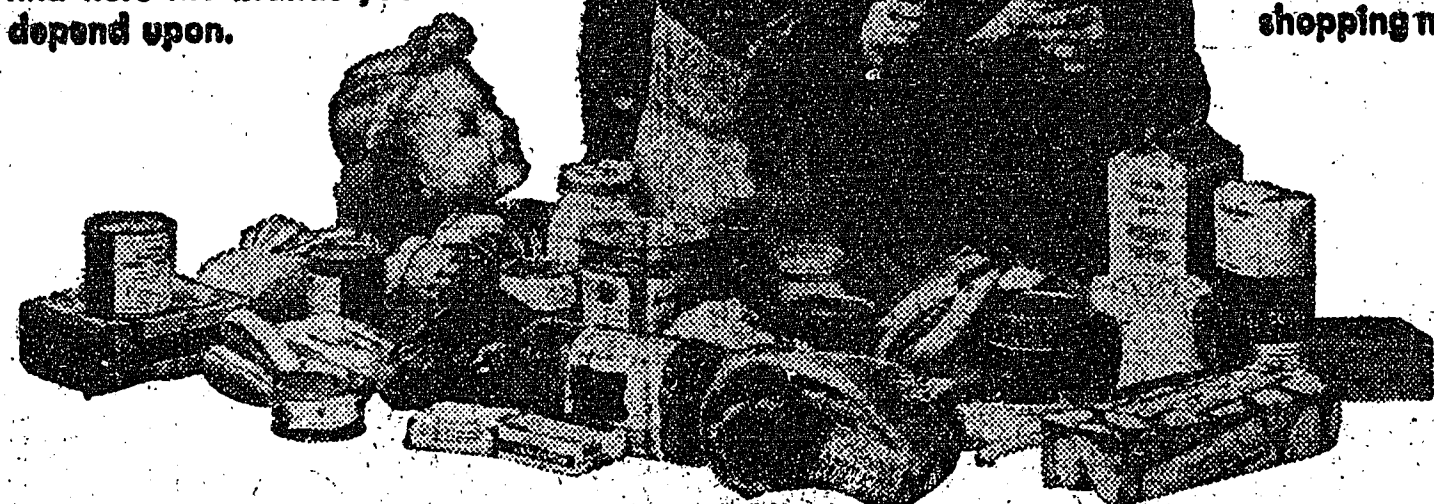
Your BEST place to save because... you find here the brands you know and depend upon.



Your BEST place to save because... friendly, courteous service makes shopping more fun.



Your BEST place to save because... Safeway's own brands mean quality foods at extra savings.

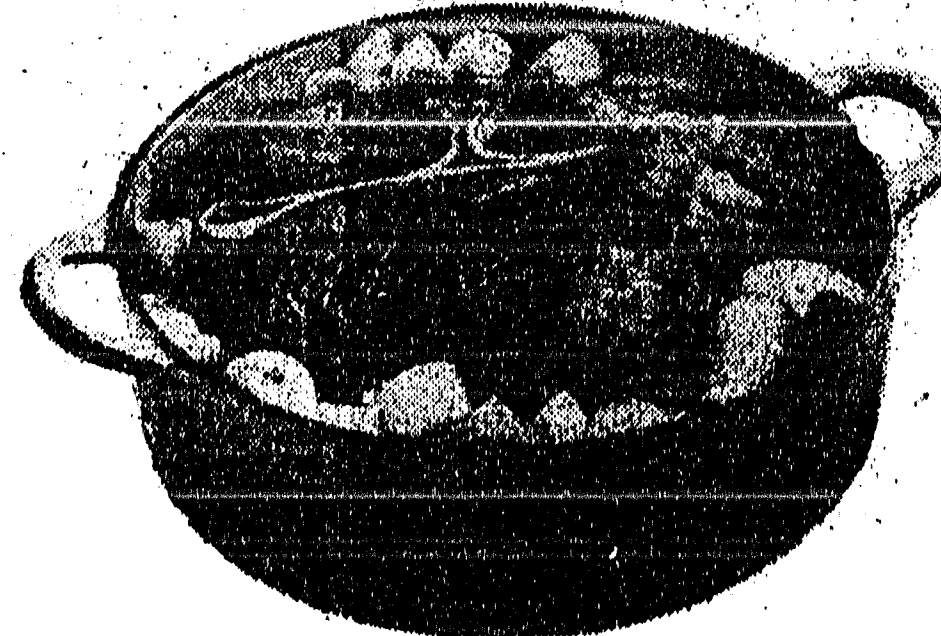


You'll be dollars ahead this year...shopping Safeway. Our low prices on item after item—right down the line—mean important savings on your total food bill. Combined with top quality merchandise and friendly courteous service, these low prices make Safeway "your BEST place to save!"

## Fresh Fruits & Vegetables

<b>Grapefruit</b>	Florida - White or Pink Very stimulating	2 lbs.	25 <sup>c</sup>
<b>Turnips</b>	Tender and Fresh	2 lbs.	11 <sup>c</sup>
<b>Lemons</b>	Sunkist	Pound	23 <sup>c</sup>
<b>Cabbage</b>	Firm Heads For Soups and Stews	2 lbs.	19 <sup>c</sup>

- BANANAS**  
Golden Yellow ..... 2 lbs. 45c
- MARMALADE ORANGES**  
Fresh and Juicy ..... 2 lbs. 31c
- DANISH SQUASH**  
Try baked with brown sugar and butter ..... 2 lbs. 25c
- LEeks**  
Boil and serve with white sauce ..... 1 lb. 21c
- ONIONS**  
For Soups, Stews, and Roasts ..... 3 lbs. 25c
- PARSNIPS**  
For cold weather eating ..... 20 oz. cello bag 23c
- BEETS**  
Sweet and Tender ..... 2 lb cello bag 26c



## Lamb Shoulder

## Pork Loin Roast

Canadian Lamb ..... Lb. 39<sup>c</sup>

Boneless ..... Lb. 75<sup>c</sup>

## Cheez Whiz

## Green Peas

## Grapefruit Juice

## Flour

50's - Purity - Cotton Bags - All Purpose

## Fresh Eggs

Breakfast Gems - Grade "A" Large

In Cartons ..... Dozen 53<sup>c</sup>

## Rib Roast

## BEEF

## Grade Red

A lb. 49<sup>c</sup>

- Choice Apricots Town House ..... 15 oz. tin 27c
- Cling Peaches Fruits, Ch., Sliced or Halves ..... 28 oz. tin 36c
- Dark Sweet Cherries Taste Tells Choice ..... 15 oz. tin 31c
- Fancy Spinach Town House ..... 15 oz. tin 2 for 33c
- Sliced Beets Taste Tells Choice ..... 15 oz. tin 2 for 33c
- Cream Corn Taste Tells Choice ..... 15 oz. tin 2 for 29c
- Chuckwagon Dinner Buns ..... 15 oz. tin 34c
- Baked Beans Clark's Oven Cook ..... 20 oz. jar 30c
- Kraft Dinner A meal in 7 minutes ..... 7 1/2 oz. package 2 for 29c
- Salad Dressing Nalley's Tang ..... 24 oz. jar 69c
- Peach Pie Filler Sun-Ripe, Okanagan ..... 20 oz. tin 29c
- Cake Flour S. Wansdown ..... 35 oz. package 47c
- Instant Mil-ko Makes up to 12 quarts ..... 3 lb. package 99c
- Sockeye Salmon Gold Seal Fancy ..... 7 1/2 oz. tin 49c
- Cherry Jam Empress Pure ..... 4 lb. tin 1.07
- Pineapple Juice Qt. P. Australian ..... 30 oz. tin 2 for 25c
- Instant Coffee Edward's, 100% pure ..... 4 oz. jar 1.19

Prices Effective  
January 24th To 26th

- Kraft Cheese Spread — Delicious for  
Cheese Sauce, etc. .... 16 oz. Jar 59<sup>c</sup>
- Taste Tells - Choice  
Assorted - 15 oz. Tin ..... 2 for 29<sup>c</sup>
- Town House  
Sweetened  
48 oz. Tin ..... 29<sup>c</sup>
- 3.29
- Cream of Wheat ..... 28 oz. package 32c
- Cheese Slices Kraft Assorted ..... 8 oz. package 37c
- Crisco The all Vegetable Shortening ..... 3 lb. tin 1.15
- Kraft Caramels ..... 14 oz. package 49c
- Brex Cereal 2 1/2 Lb. Box ..... 32c
- Margarine Allways ..... 3 lb. package 2 for 73c
- Dog Food ..... 16 oz. tin 2 for 25c
- Swift's Cleanser Special Offer ..... tin 2 for 25c

## KETCHUP

Heinz ..... 15 oz. Bottle 37c

## SPONGE PUDDINGS

Monarch - Lemon ..... 2 for 49c

## MARGARINE

Kraft Parkay  
2-pound Block ..... 73c

## TIDE DETERGENT

King Size Package ..... 1.44

Regular 1.69

## TOOTH PASTE

Gleam  
Giant Tube ..... 55c

## Fowl

GRADE "A"

Head and feet off - 1 lb. 39<sup>c</sup>



# SAFEWAY

We reserve the right to limit quantities

## Volume 2

FUNK & WAGNALL'S

## ENCYCLOPEDIA

On sale this week  
Don't Delay! Start your  
Set To-day!

## 99<sup>c</sup>

EACH

- Whitefish Average 2 to 3 pounds each ..... Lb. 35c
- Side Bacon In the Piece ..... Lb. 43c
- Side Bacon Sliced ..... 1 1/2-Pound Package 95c
- Breakfast Sausage Economy Brand ..... Pound 33c
- Veal Shoulder Steaks Choice Veal ..... Pound 45c
- Pork Spare Ribs Lean and Meaty ..... Pound 55c
- Pork Riblets Economical ..... Pound 25c
- Ground Beef Brisket Sweet Pickled ..... Pound 50c



# Selling Agency Problems

Continued from Page 3

## TRANSPORTATION

We have had a very busy year in regard to freight rate issues. It is probably true to say that at no previous period in Canadian transportation history have freight rate problems been more intricate and perplexing, both from the point of view of carriers and shippers. Some of our major objectives have not yet been achieved, such as equalized commodity rates for our products in Western Canada, exemption from general rate increases authorized by the Board of Transport Commissioners.

These, and other important issues, have called for extended negotiations with the Canadian railways and representations to the Board of Transport Commissioners for Canada, Provincial or Federal Government departments or appropriate jurisdictions in the USA. Incomplete business in this field presented such a complicated pattern, and interest throughout the grower body appeared to be so extensive in reference to some matters, that we endeavored to explain the various issues in detail through the courtesy of the press in a number of articles during the past summer.

A series of six articles were prepared by our Traffic Department, outlining the freight rate problems facing the industry. These were summarized in the final article in the series, as follows:

1. The continued rise of transportation costs in the face of lower returns to the growers.
2. Freight rates in Western Canada are out of line with those of our competitors, both in Eastern Canada and the USA.
3. The Federal Government freight rate equalization program is suffering continued delay. Although we received a measure of relief from the equalization of class rates in March, 1955, the assistance to which we are entitled under commodity rate equalization is not available to us.
4. The application of the railways this year for a 15 percent blanket increase in rates, in spite of their improved financial performance in 1955 and 1956.
5. Our plan for a complete new schedule of commodity rates in Western Canada.
6. Active competitive issues.
7. The significance of Canada's satisfactory rates.
8. The agreed charge.
9. We took advantage of our presence in Montreal in February to interview senior rate officers of the railways in regard to a number of outstanding matters, including the following:
  1. The need for competitive rate adjustment to carload apple rates to Winnipeg, and points in Southern Saskatchewan.
  2. Adjustments required to stone fruit rates to points north and east of Edmonton, and east of Calgary and Lethbridge.
  3. The re-designation of the boundaries of 100 mile destination zones in Western Canada.
  4. The need for wider origin point rate blanketing and our suggestions in respect to the manner in which revised commodity rates should be constructed in Western Canada.
  5. Special localized freight rate

problems in the Kootenay areas.

6. Examination of the agreed charge formula.

7. Certain issues in regard to minimum weight provisions. The railways have been showing considerable interest in the use of the agreed charge, which, as you know, is a new method of freight rate construction introduced into Canada a few years ago. This type of freight rate making is not used in the USA, but it has received a wide adaptability in Canada under pressure of competition from other forms of transportation, including water and truck.

In the ensuing weeks, we spent a great deal of time in investigating the possibilities of this method for our own purposes. Further exchanges took place with the railways, but it finally became evident that the railways' ideas were quite impossible, and almost absurd from our own point of view. There was no alternative, therefore, but to let the matter drop for the time being. There now appears to be little possibility of entering into an agreed charge with the railways in the immediate future.

On May 15, 1956, an application was filed with the Board of Transport Commissioners for Canada by the Canadian railways for authority to increase all charges, with the exception of those for coke and coal, by a further 15 percent.

Protest was filed immediately by us by telegram with the Chief Commissioner of the Board. We felt we had every reason to oppose any new increase in freight rates vigorously.

We pointed out in our message that the economy of the B.C. fruit industry was already seriously depressed and that we could not afford to contribute further to increase in the railways' operating costs. We pointed to the continuing delay in the achievement of the goal of equalized commodity rates in Canada, taking the position that it was quite unfair for any thought to be given to the propriety of a new rate increase for our products before fair and reasonable equalized commodity rates were approved by the board and published by the railways for our industry.

We supplemented our protest telegram by written complaint to the board, which was further supported by personal appearance at the public hearing in Ottawa early in June for the purpose of hearing the railways' application.

The public hearing was short. The Hon. Mr. Justice John D. Kearney, chief commissioner, announced that an interim increase would be granted early in July, not exempting anyone, and that the exact amount of the full increase would be decided after a postponed session of the hearing to be held in Ottawa late in September.

The interesting feature, as far as we were concerned, was that in his preliminary remarks, he said that although it was not reasonable for anyone to pay absolutely nothing, in certain cases the railway might feel that even the interim increase should not be applied. Here he specifically mentioned fruit growers as an "extreme example", if they presented a strong enough case to the point

where it was evident that fruit might not be picked for market.

Following up the lead provided at the hearing by this loophole, we interviewed railway rate June, but were informed that they were not prepared to take officials in Montreal later in action towards exempting our industry from the seven percent interim increase authorized.

On July 3, the increased rates were put into effect, and all Canadian rates for our products were increased by 7 percent without "hold down" of any kind. These rates continued in effect until the end of the year.

At the postponed session of the increase hearing which opened on September 24, our case was advanced by C. W. Brazier, B.C. freight rates counsel, with the approval and authority of the provincial government. Decision was not handed down by the board until December 17, when the interim increase was permitted to rise from 7 percent to 11 percent, or a further 4 percent over the rates in effect prior to July 2nd. This new increase became effective on January 1, 1957. It should be noted, however, that final decision in respect to the May application of the railways for 15 percent rise in rates has been postponed until sometime in the new year.

In reference to the Canadian 15 percent increase issue, we initiated further action early in November, when submission was presented to the railways, drawing to their attention once again the special need of our industry for exemption from any increase which might be authorized by the Board of Transport Commissioners. We asked that the railways recognize this need, and submit their own recommendation to the board, supporting exemption as far as the B.C. fruit industry is concerned. The railways declined to act in accordance with this suggestion.

On August 23, the Canadian railways published a reduction of 18c per cwt. in the carload apple rate to Winnipeg. This was regarded as a relatively satisfactory conclusion to a competitive situation, which had existed in Manitoba for more than a year, where it had been possible to unload apples at the International boundary, about 65 miles south of Winnipeg, a great deal cheaper than in Winnipeg itself.

In dealing with some of these rate adjustment items, it is often difficult to understand the lethargy with which railway rate officials seem to handle them. Full allowance must be made, of course, for the fact that railways rate staffs frequently are completely inundated with rate problems of one kind or another, but there is a point beyond which there seems to be no defensible excuse for continued delay. We are not referring here to matters which unavoidably are subject to delay, due to protracted negotiations between two or more lines. Part of the difficulty may be simply insufficient staff. The work of trained railway freight traffic rate men today deserves a recognition long overdue from the railways in respect to their significance in successful shipper-carrier relations. An increase in low revenue short-haul traffic, is no substitute for the loss of more lucrative long-haul traffic. If the latter is denied and equitable transportation cost.

We lost no time to register full protest with the Board of Transport Commissioners in reference to the last interim increase.

At the time of preparation of this report, no further word had been received from Ottawa, other than advice to the effect that the "Notes and Reasons for Judgment" in reference to the 4 percent increase decision would be forwarded to us by mail as soon as possible.

## Council Moves To Settle Street Realignment

Final settlement of the realignment of the new street, Preston avenue, leading from Fairview Road to Main street is approaching. It was reported to council Monday night.

Council authorized the necessary temporary legal transfer of title of city owned land to facilitate the move.

City Clerk H. G. Andrew told council that in order to accomplish the desired result all owners concerned had agreed to make a transfer of title-in-trust to H. H. Boyle, city solicitor, as a temporary move. When this has been done, the needed changes in lot areas and outlines will be established and recorded in the owners' names once more under their changed status.

The moves to obtain this new traffic link and to provide hitherto non-access lands with out let, was commenced some years ago.

British Railways employs "flame guns" and "steam jets" operated from the locomotives to remove snow.

## \$265,655 Increase In School Assessment

### Action Planned On Unlawful Renovations

KELOWNA — Council plans to crack down on people renovating houses and renting rooms in basements and attics without taking out the necessary license.

City assessor James Markle informed council last week that when he was re-assessing residential property, he found many basements and attics turned into suites and that no permit was taken out for the renovations.

In the six years he has been here, Mr. Markle said the situation is gradually becoming worse. When infractions are noted, the matter is referred to the building inspector, he said.

Ald. R. F. Parkinson suggested council seek the co-operation of tradesmen when renovations are made. Ald. Robert Knox did not think would work as 90 percent of alterations are made by home-owners.

The matter will be given further study.

### Hedley

Alvin Chase has left on a trip to Vancouver where he will visit his granddaughter and great grandchildren.

Charlie Burrows died on Jan. 11 in the Princeton hospital. He was 76 years of age. The funeral services were conducted in the United Church at Hedley, on Wednesday, Jan. 16.

Mrs. Mallory and her eldest son have returned from New Westminster.

SUMMERLAND — Total taxable assessment increase for school purposes in Summerland for 1957 is \$265,655 and for general purposes, \$232,255.

In the report of assessor J. P. Sheeley, it is noted that in the last 10 years there has been an increase in assessment of nearly a million dollars. The actual figures are \$939,480 on land and \$1,311,353 in improvements. For many years improvements were not taxed in Summerland, but now the amount taxable in this division is growing steadily.

Assessment on land in Summerland totals \$2,062,677, with \$147,255 in exemption. The exemptions are made up of municipal, crown, hospital and church lands.

Total improvements taxable at 75 percent are \$1,714,175, and with the exemptions, amounts to \$1,303,975 taxable for general purposes.

For the 1957 tax roll, all land, except farm land, in the municipality of Summerland was reassessed with the help of the assessment commissioner's office. The method used was taking all vacant land sales and establishing a front foot value for residential, commercial and industrial property, using a land value map.

The small holdings (255 acres) were valued in the following manner: using a basic lot of 70 feet by 130 feet which is a quarter of an acre, the average size lot in the district, and valuing it by using the front foot value of adjacent residential property. The land left over was valued at the rate of orchard land in the area. Water front residential small holdings were valued the same way, except that instead of the orchard land value on the residential the assessor used the scale of \$900 an acre.

Mr. Sheeley expects to have all residential improvements revalued in time for the 1958 assessment roll.

### A DOG'S LIFE

ARTIC, R.I. — (UP) — A customer arrived at a local restaurant in a taxicab, ordered two pork chop dinners "to go". When the two orders of pork chops, home fried potatoes, green peas, sliced tomatoes and bread had been wrapped in foil, the customer explained: "These are for my dogs. I'll take two hotdogs for myself."

### SELF-HELP

KENT, O. — (UP) — Mayor Raymond Manchester, 73, not only brought about the establishment of municipal court sessions here, eliminating a mayor's court but also built the court bench with a do-it-yourself kit.

### BUSY NEWARK

NEWARK, N.J. — (UP) Newark airport handled more than two million air passengers in 1956 for the first time in its history. It was estimated that approximately 2,198,000 persons passed through the terminal during the 12 months. This figure is exclusive of helicopter passengers who numbered some 25,000.

SALT LAKE CITY — (UP) — After robbing an all-night grocery store of \$222, an armed bandit returned 10 days later, greeted the clerk Fred Whittington, 27, with, "Hi! It's me again," and escaped with \$70 more.

Get rid of PIMPLES and BOILS

Get rid of unsightly pimples and boils fast with Dr. Chase's medicated Ointment. It's antiseptic—soothes as it heals.


**DR. CHASE'S**  
Antiseptic Ointment

The Bay...

EXTENDS BEST WISHES to the **B.C.F.G.A.** On Their **68th ANNIVERSARY and CONVENTION**

**Hudson's Bay Company.**  
INCORPORATED 27 MAY 1870.

B-A gasolines eliminate carburetor icing!



## stop STALLING!

If your engine often stalls at traffic lights and intersections—then chances are that you're a victim of carburetor icing. In other words, moisture in your carburetor air intake suddenly freezes, . . . closing off the throttle and stalling your engine during idling.

B-A 88 and 98 Gasolines contain special additives to stop this troublesome cold weather stalling. So fill up with B-A 88 or 98—fortified by both a de-icer additive and by a rust inhibitor.

THE BRITISH-AMERICAN OIL COMPANY LIMITED

Rough day?



relax with **Old Style** a real beer really refreshing

For Free Home Delivery Phone 4058

SOLE CANADIAN BREWERY LIMITED

This advertisement is not published or displayed by the Liquor Control Board or by the Government of British Columbia.



# Centralized Packing Advanced In Board Of Governors' Report

Centralized packing is one of the suggestions made by the 10-member board of governors for B.C. Tree Fruits Ltd., as a way of ensuring economical operation of the growers' central selling agency.

The board's report to the 68th annual BCFGA convention meeting here this week noted one possible weakness of central selling in that the competitive factor has been taken out of packing and growing.

During the year 12 regular meetings were held. In addition, the executive met on several occasions to discuss specific problems referred to it by the board.

At the February meeting the resignation of Gordon Butler as president was accepted with deep regret, and James Snowsall was elected to replace him.

A vacancy on the board was caused by the death of J. K. Watson. Douglas Glover was selected by the Northern District Council to fill the vacancy.

The following are resolutions referred to the board from the 67th convention:

**Resolution No. 29 - Red Strains of Winesaps** - Packing circular issued October 4, instructed shippers to "pack, stamp, store, ship and manifest" Red Winesaps as a separate variety. Thus, much information should be on hand at the end of this season to guide our future action relative to the

Red Strains of this variety. To date the production department has concluded that, in the interests of the Winesap variety as a whole, Red Strains should be segregated and marketed earlier.

**Resolution No. 33 - Direct Sales of McIntosh in the early markets:** This resolution was discussed at length at Apple committee meeting. General opinion was that the proposed stepped-up Handpak program serviced the intent of the resolution as far as market distribution was concerned. Referring to paragraph 4 - grower pack - it is considered that it is not in the scope of the selling agency to sponsor a "grower pack". Whether a grower packing program to any extent is practicable, may be questionable, but if it is, the problem at present would seem to lie in the relationship between grower and packinghouse.

**Resolution No. 42 - Elimination of Coo Grade apples, size 180's:** In view of the very short crop, it was decided to pack certain quantities of 180's this year - credit to be given to the cull pool. Later, to maintain greater equity, it was decided to set up a variety cull pool.

**Resolution E - Tiered pack of Apples:** Results of the experiment with No. 15 Handpak this year have been carefully investigated from both shipper and mar-

ket angle. Probably increased quantities of this type of pack will be shipped in future years.

**Resolution II - Penalty for late delivery of fruit to packinghouse:** A proposed procedure was presented to the Apple committee by the production department in furtherance to this resolution. On October 2, B.C. Tree Fruits issued instructions - "Shippers are hereby instructed to refrain from packing any lots of McIntosh delivered to the packinghouse September 27 and onward which at this time fall in the 'L. Maturity' category. If classified as such, this fruit is to be stored loose in cold storage until further maturity checks can be made. In addition, all lots of McIntosh packed as from Tuesday morning, October 2, showing delivery dates from the orchard to the packinghouse September 27 and later, are to be stored separately in cold storage where close checks can be maintained of the condition prior to shipment.

The primary function of your Board of Governors is, of course, to formulate basic policies for B.C. Tree Fruits Ltd. and to see that these policies are carried out in a manner consistent with the best interests of all growers. Such policies are framed in the light of current situations and

so are subject to revision as and where these situations may alter. The board takes no part in administration of the sales policy beyond advertising and assisting management.

A public relations concern submitted a proposal covering a program of public relations directed at the trade, shippers, valley residents and growers. Although the board looks with some favor on such efforts directed toward customers of the industry, it is difficult to justify the expenditure of a considerable amount of money on a program within the industry.

## RED DELICIOUS

Year by year, as the tonnage of this variety increases in many apple producing areas, we face stronger competition in its marketing. This past season Washington State raised its color requirements for Extra Fancy Red Delicious. It appears that, if we are to continue to be able to receive the premium prices we now enjoy for the Red Strains of Delicious, we must either raise our grade requirements or, alternatively, we could possibly institute a premium grade for this variety. Further study must be given to this problem before a course of action is recommended.

**B.C. Fruit Processors and B.C. Tree Fruits:** With the general manager in charge of both companies, there has been a combining of the two companies in certain fields - mainly in that of advertising and dealer service. We feel that the employment of a single general manager has resulted in a generally smoother operation and will result in overall savings to the two companies.

A Harvey Limited - After full

consideration, and in consultation with the manager, the board approved the closing of this subsidiary.

This company had been operated for the past several years as part of the Vancouver Canadian Fruit Distributors Ltd. It was acquired originally for its connections with the trade in the marketing of vegetables. Its closure will make no material change in the Vancouver operation.

Our distribution in Ontario has declined with the increase of eastern fruit production. After full consideration by the board, conditions did not seem to warrant the continuance of our own office in Toronto. With this in view, the office has been closed and the firm of Lennox-Austin Ltd. has been appointed our brokers in that area.

## SELLING LEVY

Under Paragraph No. 26 of the tri-party contract, B.C. Tree Fruits is entitled to make a provisional deduction of 4 cents per standard apple box with equivalent deductions for other varieties. It is also understood that the selling agency must operate at cost and any excess revenue be refunded to growers as a rebate. Although it is provided in the contract that reverses may be built up, the board and management have not felt justified in building up an operation reserve - such reserve would be subject to a 20 per cent tax.

Although utmost economy was made this past year, it is considered essential that some provision be made in order that the agency may operate without serious financial deficits, in years of low tonnage. With this in mind the board has requested the executive of the BCFGA to sponsor

a resolution to the 1957 annual convention authorizing a scale of provisional deductions, variable with tonnage.

In 1939, when the fruit growers of the Interior of British Columbia took steps to set up a central agency, it was possibly not realized by many the complexities of the problems that would arise in future years - problems not only of setting policies to expedite the marketing of our fruit crops, but also problems of quality control and the maintenance of equity.

Almost, if not quite, half the effort and corresponding expense of operating the selling agency are not related to selling but are directly attributable to the aforementioned local problems of equity and quality. These problems have not been met entirely to date. It possibly points out that the one weakness of central selling is that the competitive factor has been taken out of packing and growing. That is, so long as a person is packing or growing to the minimum of any grade requirement there is no impetus for him to do better. Possibly today we are at the crossroads where the growers must decide to progress further with modifications of their industry or else lose the many advantages that central selling brings to the producer.

Various suggestions have been made from time to time of how quality and equity can be more satisfactorily and more economically maintained. We list some:

1. To re-establish competition at packing house level by letting buyers specify brands they desire.
2. To set up a Production Department, jointly controlled by

growers, Selling Agency and Federated Shippers, to handle all phases of production, including field service, packages, pro rate, reshipments, etc.

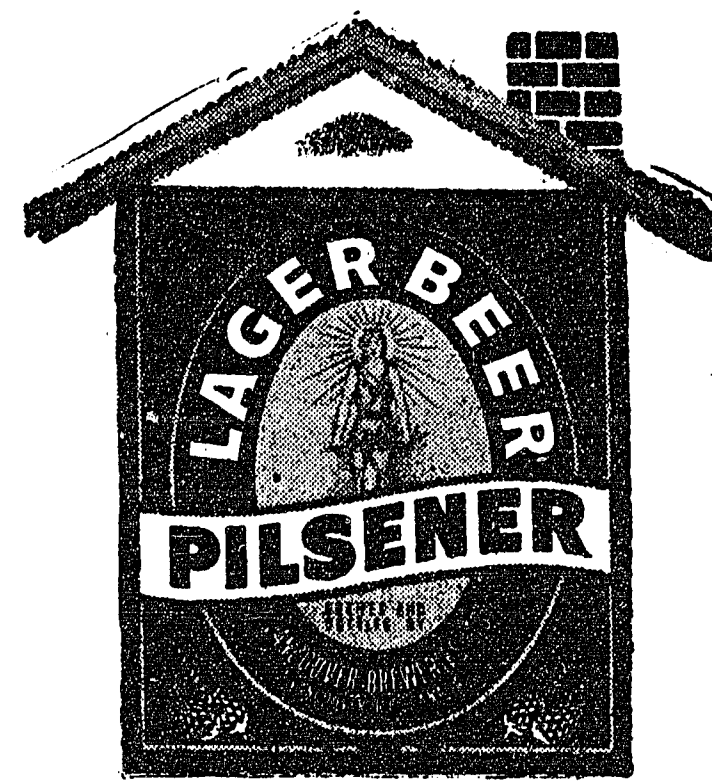
3. Centralized packing - that is, a single agency to control the packing of our fruit in any one area.

4. Establishing of industry premium brands.

## EXECS NAMED

**WINNIPEG** - Ralph Cooper of Hamilton, Ont., was re-elected chairman of the Canadian Football Council during the CFC meeting here.

In other elections, Ken Montgomery of Edmonton was named president of the Western Inter-provincial football union.



for free home delivery

PHONE 4058

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# The Bay FINAL JANUARY CLEARANCE SALE

THUR.-FRI.-SAT., Jan. 24-25-26

## LADIES' WEAR

### FUR COATS

These full length, Muskrat Back Fur Coats are in the latest styling and shades. The value is outstanding at a price you can't beat anywhere.

Size 12—Argenta Mink Shade  
Size 14—Argenta Mink Shade  
Size 16—New Ranch Mink Shade

\$249.

### BORG COATS

Here is value you just can't pass up. Completely new fresh stock. These coats were late in delivery so we are pricing them at \$20 below regular price. The material that rivals nature's most precious fur. Completely moth proof. (No storage worries).

### SHORTIES

Sizes 10 to 18. Colours are: Moonstone, Beaver Glow, Silver Sand, Caramel and Honey Beige

\$39.

### SKIRTS

Wools, Tweeds, Nub Tweeds. We have added to this group some of our better skirts to give you added selection and you will appreciate the value yourself.

\$6.

### DRESSES

Values to 29.50... we need not say any more. This is a final clearance. Broken sizes and styles

9.99

Many other items in this department have been marked down drastically during this final January Sale.

## NOTIONS

### EMBROIDERY COTTON

Large quantities of embroidery cotton and nylon and rayon sewing thread all reduced to

1/2 Price

### GLOVES AND MITTS

Children and Misses Wool Gloves and Mitts. Gay colours with fancy designs

25% Off

### WOMEN'S ANKLE SOCKS

Women's comfortable long wearing Nylon and Cotton Ankle Socks. Rolled cuff.

.29

### NYLONS

First quality full-fashioned Nylons taken from regular stock to make room for Spring shipments. 51 gauge 15 denier, 45 gauge, 30 denier, also extra long lengths. Regular 1.35

.89

### China

Large selection of Cups and Saucers, Dinner Sets and China Figures. All reduced to clear.

### Jewellery

Large selection of costume jewellery including pins, necklaces and earrings.

1/2 Price

## CHILDREN'S WEAR

### BABY VESTS

Wooltex and Vanla in warm cotton. Broken size range. 3 months to 18 months.

Regular .59 to .89

2 to \$1.

### PURE WOOL BLANKETS

Special purchase on this Baby Blanket to fit the large crib. Colours are blue and rose.

Size 36x58

Size 30x40

4.49

2.98

### GIRLS' JUMPERS

Corduroy and cotton, gabardine and tartan. Broken size range 4 to 6X. Regular 1.98

.98

### GIRLS' JUMPERS

Quilted floral pastel with tiny gold bells. Sizes 4 to 6X. Regular 3.98

2.99

### GIRLS' SKIRTS

Full flare in rayon and cotton in two tone large checks. Sizes 8 to 14. Regular 2.98

1.99

### JERSEY BLOUSES

Broken colour and size range, 3/4 sleeves and high neck with little boy collars. Sizes 10 to 14X. Regular 2.98

1.49

### COTTON T SHIRTS

Girls' 3/4 length bathing sleeves in fancy checks, red turquoise and maize. Sizes 8 to 14. Regular 1.49

\$1.

## MEN'S WEAR

### MEN'S JACKETS

Clearance of Winter Jackets. Parkas and Windbreakers, Walking Coats and "Terylenes". ALL REDUCED TO CLEAR.

### BOYS' UNDERWEAR

Penmans winter weight combinations in warm fleeced cotton with rib knit cuffs. Sizes 26-32. Regular 2.69

1.99

### BOYS' FLEECE DRAWERS

Warm winter drawers by Penmans. High grade cotton knit. Sizes 26 to 34. Regular 1.95

.99

### BOYS' UNDERSHIRTS

Stanfields combed cotton shirts. Nylon reinforced neck ribbing. Regular 1.50

.99

### SPORT SHIRTS

Sturdy and durable flannel blended of Viscose and acetate. Hand washable. Sizes S-M-L

2.29

### Boys' Socks

Nylon, cotton or wool socks. Stretchies and regular sizes. Good colour selection

### Boys' Caps

Fur trim, ear flaps. Water repellent gabardine. Reg. 1.49

\$1.

## FURNITURE CLEARANCE

### AMC ELECTRIC DRYERS

Regular 239.50  
2 Only. Only \$10 down, balance monthly

159.50

### BLOND CORNER TABLE

Heavy construction. 1 only. Regular 39.50

19.95

### CHESTERFIELD SUITE

2-piece upholstered in red boucle. Spring-filled cushions. 1 only. Only \$18. down

179.50

### CONSTA-LOUNGE SUITE

2-piece popular sectional style. Cover red boucle. Reg. 179.50. 1 only. Only \$15. down

149.00

### CHESTERFIELD SUITE

2-piece Kant Sag 10 year guarantee. Air foam cushions. Upholstered with new linen fabric. Reg. 329.50

\$279.

### KELVINATOR REFRIGERATOR

12 cu. ft. Automatic, separate insulated freezer holds 100 pounds. Only \$46 down

\$479.

## STAPLES AND PIECE GOODS

### Ready-Made Drapes

Quality drapes tailored in 48" printed burlap. Pleated headings. 84" length. Values up to 16.95

8.88

### Indian Head Cotton

Fully guaranteed fabric for your summer sportswear. Use it in your decorating too. Up to 1.29 value. Yard

.88

### Printed Cotton

Washfast cottons to help you economize. Large assortment of colours & patterns. 36" wide. Yard

.44

### Spun Rayon

Washable rayon in white only. So useful in blouses, dresses and men's sport shirts. 45" wide. Yard

.64

## SHOE CLEARANCE

### Women's Shoes

Pumps, Sandals and Slings. Black, Red, Beige, Tan, Green colours. Reg. 7.95 to 11.95

4.99

### Overshoes

Childs' and Misses' Pull-on Boots. All white rubber over-the-shoe style. Broken sizes 6-8

2.99

### Men's Shoes

Oxfords and Loafers, black calf and brown, Balmoral or Blucher style. Regular to 12.95

6.99

### Slippers

Childs and misses broken lines of better quality slippers. Regular to 2.75

1.49